

HSU Course Outline

Strategic Planning

PDM10105

6 Weeks

Description

This six weeks online course provides a detailed understanding of each of the building blocks that make up a strategic plan. A **PDI** (*practical, dynamic and interactive*) approach provides *practical* step-by-step direction including a road map for constructing a strategic plan for your organization and tips for judging the quality of each component of your plan, *dynamic* instruction from carefully selected energetic facilitators, and *interactive* practice sessions including in-class exercises and team breakout sessions to reinforce your learning.

Prerequisites

- Prior knowledge of Agency mission statement

Who Should Take This Course?

This course is designed for all leaders, facilitators and representatives of your organizations seeking to develop viable action plans for accomplishing growth objectives or improving current processes.

Objectives

- ✓ Provide a clear picture of the key components of a strategic plan
- ✓ Provide guidelines for developing a strategic plan
- ✓ Provide a method for evaluating the quality of a plan
- ✓ Identify the pitfalls to avoid when doing strategic planning

Outline

Preparation for Strategic Planning

- Guidelines to keep perspective during planning
- Need Consultant or facilitator to help you with planning
- Who should be involved in planning
- How many planning meeting will we need?
- How do we ensure implementation of our new plan

Strategic Analysis (environmental scan and SWOT analysis)

- Environmental Scan (Taking a wide look around)
- Looking at your Agency's Strengths' Weaknesses, Opportunities and Threats (SWOT)
- Strategizing (strategic goals and methods/strategies to achieve the goals)
- Developing/Updating Mission Statement (the purpose of the Organization)

Strategic Analysis (environmental scan and SWOT analysis)... Continued

- Developing/Updating Vision Statement (depiction of future state or organization and customers)
- Developing Values Statement (overall priorities in how organization works)

Action Planning (Annual plans, objectives, responsibilities and timelines, etc.)

Writing and communicating the Plan

Monitoring, Evaluating and Deviating from the Plan