

American Management Association's Strategic Planning

Learning Objectives

- Describe the Strategic Planning Process
- Use Strategic Planning Tools and Techniques to Gather and Analyze Pertinent Data
- Begin Building a Strategic Action Plan for Your Area of Responsibility

Strategic Planning Overview

- State Key Definitions of Strategic Planning Terms
- Identify the Questions That Strategic Planning Must Address
- Identify the Analyses Typically Incorporated in Strategic Planning
- Describe How These Questions and Analyses Can Be Organized into a Structured Strategic Planning Process
- Describe How Your Planning Relates to Planning at Other Levels of the Organization

The Strategic Pillars

- Differentiate Between Mission and Vision
- Examine Core Values and Their Role in Strategic Planning
- Articulate the Unique Value for Your Unit
- Describe the Value of Purpose in Ensuring a High-Performance Organization That Achieves Results
- Develop Mission and Vision Statements for Your Unit

Assessing the External Environment

- Distinguish Between Macro and Market Environments
- Identify the Macro and Market Trends That Are Shaping the Landscape
- Describe How These Trends Will Affect Your Organization and Your Customers, and What That Means for Your Specific Unit's Strategy

Assessing the Internal Environment

- Explain the Components of an Internal Assessment
- Understand the Concept of Core Competencies
- Appreciate the Importance of Culture in an Internal Assessment
- Apply an Internal Assessment Diagnostic to Your Organization

Making Strategic Decisions

- Identify the Role of Data Synthesis, Insight, and Creativity in Strategic Planning
- Describe How to Conduct a SWOT Analysis for Your Unit
- Understand How to Use a SWOT Analysis to Choose Your Strategic Imperatives
- Identify Your Organization's Integrated Components
- Determine Your Strategic Imperatives and Performance Measures

Building Your Strategic Action Plan

- Identify Key Elements of a Good Strategic Action Plan
- Begin Developing Your Own Strategic Action Plan
- Identify Key Elements of an Executive Summary

Communicating and Executing Your Strategic Action Plan

- Understand There Will Be Gaps in Executing the Strategy and a Process for Moving Forward
- Recognize How a Leader Builds Commitment Through Multiple Avenues of Communication Throughout the Execution Process
- Identify Ways to Align the Organization Toward a Single Purpose
- Establish Individual and Team Performance Goals Linked to the Strategic Action Plan
- Ensure Rewards and Recognition Are Linked to Strategic Progress