



kudosee

Objective: By the end of Module 1 students will be able to understand the purpose of strategic planning and its concepts

7 hrs Instruction

\$1,050

(min 5 students)

Module 1 History of Strategy and Goals
(Certificate provided upon course completion)

Welcome and Overview of the next 3 days

An overview and history of Strategic Planning

- Process (Overview, Inputs, Activities, Outputs, Outcomes)
- Tools and approaches
- Strategic planning vs. financial planning
- Strategic planning vs. strategic thinking
- Evidence on strategic planning's impact

Break

Compare and Understand the definitions, strengths and usage of each:

- Crash course on OKR's concepts
- MBO, MBR, OKR. KPI, S.M.A.R.T.
- Concept and framework
- Features and advantages, application in practice
- Limitations

Break

Determine the Goals your Leadership Identifies

- What are your core competencies
- What makes you superior to your competitors
- What is your current positioning in the marketplace
- What would you change about your product or service
- What are your opportunities

Break

- Reorganization/Restructuring/Reinventing
- Categorizing Goals
- Determining resources to execute goals
- What should your central strategy be
- Categorizing Goals Time to practice putting to pen