

Strategic Planning and Execution

Course summary

This course is about getting your team, department or organization where it needs to go. Starting from knowing where you are and moving to where you want to get to, we take you right through the strategic planning process with helpful tools, techniques and ideas for every stage to enhance your strategic thinking skills.

This Course is suitable for managers with strategic planning responsibility. Although the emphasis is on corporate or organization-wide planning, the tools and techniques covered will have value for business unit or departmental managers.

By the end of course, you will be confident in differentiating strategic from business planning. You will recognize the importance and value of detailed analysis and have experience in using a variety of tools and techniques. You will have an appreciation of the relationship between your organization's vision and mission and its future, and will have applied this thinking to your own organization. You will also have a clear understanding of monitoring and evaluation, and will have improved your strategic thinking skills.

Course Outline

- Defining what 'strategic' means
- Using the strategic planning process to help you make choices about the future nature and direction of your organization
- Assessing the benefits and risks of strategic planning
- Preparing for the planning process including developing a project plan, identifying your stakeholders
- The value of stakeholder involvement at every phase
- Undertaking a strategic review to determine 'where are we now?' including stakeholder research, collaborator/competitor analysis and understanding when and how to use analytical tools such as swat
- Understand your organization and its environment
- Thinking about the relationship between outputs, outcomes and impact
- Identifying strategic direction
- Taking a fresh look at what your organization is, what it does, and why
- Clarifying mission, vision, values and direction of travel
- Recognizing the relationship between organization strategy and brand identity, and aligning the two
- Recognizing how the findings of the review will impact on the organization's strategic direction

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- Setting strategic objectives
- Establishing success criteria
- Listing priority areas for action and developing objectives
- Applying smart strategic thinking skills
- Using outcomes-based tools
- Implementing the strategy
- Understanding the key factors involved in implementing strategy
- Using action planning tools such as logical frame working, action planning grids and planning wheels
- Communicating your strategic plan
- Undertaking effective monitoring and evaluation
- Understanding the difference between monitoring, evaluation and impact assessment
- Identifying the indicators, and how to measure their achievement
- Recognizing emergent approaches to monitoring and evaluation such as participatory, real-time, balanced scorecard

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