Effective Strategic Plans: Learning Objectives

This courses will provide participants with the knowledge and tools based on industry best practices. Upon completion of this course, participants will be able to:

# Develop an effective strategic planning framework based on best practices

* Describe the purpose, components and terminology of Strategic Planning
* Define the objectives and desired outcomes for your Strategic Planning Process
* Identify when and how different stakeholders will be involved

# Identify, collect and assess objective and relevant facts to support decision making

* Collect external information (opportunities and threats) based on PEST and Porter’s 5 forces of industry
* Collect internal information (strengths and weaknesses) based on core competencies and value chain

# Assess options to decide on the best course of action

* Conduct an effective SWOT analysis
* Develop and assess scenarios
* Define the decision making approach
* Develop the Strategic Plan report, including an Action Plan