

STRATEGIC BUSINESS PLANNING TRAINING

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Strategic
Business Planning



COURSE LENGTH: 1.0 DAYS

Effective strategic business planning helps organisations to stay focused, analyse the marketplace, set accurate goals, assign responsibilities and identify appropriate staff development plans.

The PD Training Strategic Business Planning Training Course provides you with the skills to use a SWOT analysis, create and implement a strategic plan, implement required changes, identify the foundation of your organisational values, create valuable reports, set achievable goals and implement smart strategies.

This highly valuable and effective training course is now available throughout Australia including Brisbane, Sydney, Melbourne, Perth, Adelaide, Canberra and Parramatta.

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STRATEGIC BUSINESS PLANNING TRAINING COURSE OUTLINE

FOREWORD

During this Strategic Business Planning Training Course, participants develop skills and understanding in identifying company values, defining the company vision, conducting SWOT analysis, creating a strategic plan, implementing and evaluating a strategic plan, using strategy maps and balanced scorecards and more.

This valuable professional development training course is the fastest way to master the art and craft of creating useful, strategic business plans that will keep the organisation competitive and profitable.

OUTCOMES

After completing this course, participants will have learned to:

- ▶ Write a mission statement that explains what the company's purpose is
- ▶ Complete meaningful SWOT analyses
- ▶ Use tools and techniques to create a strategic plan that directs the organisation
- ▶ Learn ways to implement, evaluate, and review a strategic plan
- ▶ Use related tools, such as the strategy map and balanced scorecard, to help develop a strategic plan
- ▶ Understand strategic planning
- ▶ Set SMART goals
- ▶ Assign roles and responsibilities
- ▶ Use presentation options, including infographics and reports

MODULES

Lesson 1: Course Overview

- ▶ Welcome & Introduction
- ▶ Workshop Objectives
- ▶ What is Strategic Planning?

Lesson 2: Understanding Strategic Planning

- ▶ What it Does
- ▶ Pyramid Structure

Lesson 3: Identifying Our Values

- ▶ Pre-Assignment Review
- ▶ Creating Value Statements

Lesson 4: Designing Our Vision

- ▶ The Vision Process
- ▶ Defining Your Vision

Lesson 5: On a Mission

- ▶ Defining Your Mission Statement
- ▶ Designing a Mission Statement

Lesson 6: Performing a SWOT Analysis

- ▶ What is a SWOT Analysis?
- ▶ Individual Analyses
- ▶ SWOT Ratings

Lesson 7: Setting Goals

- ▶ Conducting SWOT Analysis
- ▶ Setting Business Goals
- ▶ Assigning Roles, Responsibilities, and Accountabilities
- ▶ Problem Solving in Action

Lesson 8: Assigning Roles, Responsibilities, and Accountabilities

- ▶ Who Does What and When?
- ▶ Establishing Priorities
- ▶ Problem Solving in Action

Lesson 9: The Full Picture

Lesson 10: Strategic Planning Snapshot

- ▶ The Strategic Planning Cycle
- ▶ Gathering Support
- ▶ Putting It Into Practice

Lesson 11: Making the Change

- ▶ Preparing For Change
- ▶ Three Phases of Change
- ▶ Endings
- ▶ Transitions/Neutral Zone
- ▶ Control & Change

Lesson 12: How Does It Look?

- ▶ Reports
- ▶ Infographics
- ▶ Presentations
- ▶ Creative Considerations

Lesson 13: Getting There

- ▶ Staying Focused
- ▶ Security Considerations
- ▶ Strategy Map
- ▶ Balanced Scorecard
- ▶ Case Study

Lesson 14: Mocking Up the Process

WEB LINKS

- ▶ [View this course online](#)
- ▶ [In-house Training Instant Quote](#)