PROFESSIONAL DEVELOPMENT TRAINING

1300 121 400

REQUEST QUOTE

1.0 DAY COURSE

# Strategic Business Planning Training

**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.**

**Contact us today for a group quote.**

### What You'll Gain:

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

### Lesson 12: How Does It Look?
- Reports
- Infographics
- Presentations

- Transitions/Neutral Zone
- Control & Change

## Lesson 13: Getting There

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

- Creative Considerations

## Lesson 14: Mocking Up the Process

**Talk to our expert team**

**Phone: 1300 121 400**

Email: enquiries@pdtraining.com.au