



**PROUDLY PRESENTS**

## **Strategic Planning Workshop**

### **What's in it for you?**

One definition of a strategy is that it is a general approach to the attainment of desired ends, whether these are called visions, missions, goals, key performance indicators or anything else.

The purpose of the strategic plan is to determine what the desired results and the strategies to attain them should be in order to optimise the growth and profitability of a business, or to meet the purpose of non-profit enterprises.

Today's enterprises have to work in an environment of incredible change and complexity. Clearly no human being can foretell the future, but it is of critical importance to every organisation that it is positioned as best as possible to survive and prosper in the future. This places the onus on top management of making their best efforts to understand the environment in which they operate and to be prepared to take advantage of changes that they expect, from an informed base.

Top management commonly does this by identifying scenarios which they believe are most likely to occur, in the light of their knowledge of the recent past and the present, and preparing their enterprises to optimise their opportunities within these. Since they well know that the actual scenarios they encounter might well be different from those anticipated, they also need to have strategies to ensure flexibility to handle the unexpected.

This workshop gives your top team the knowledge and skill to apply tried and tested approaches to create the most effective strategic plan. Successful implementation of this will lead to better delivery.

### **Who should attend?**

Senior executives who are involved in developing and implementing the strategic plan of an enterprise or units within it.

### **What is the objective of the workshop?**


To provide top executives with the knowledge and skill to prepare effective strategic plans.

### **Content**


This programme is (ideally) carried out in workshops starting with the Chief Executive and his/her direct reports followed by successive teams down the organisation, each interpreting the plan immediately above them by identifying and planning their part in implementing the strategic plan.



It can also be used to develop the strategic plan for any unit within an enterprise as follows:

 Introduction to Strategic Planning


 Strategic Planning in detail


 Technique for Strategic Planning:

- If available, review the existing values, vision, mission, KPIs and strategies.
- Scan the future probable environment/s for the best, worst, and most likely scenarios.
- Select the most likely scenario.
- Identify and analyse the strengths and weaknesses, opportunities and threats of the enterprise in the most likely scenario.
- Evaluate the appropriateness of the existing values, vision, mission, KPIs and strategies in the light of the SWOT analysis.
- Identify, if necessary, new values, vision, mission, KPIs and strategies to minimise weaknesses and threats and maximise strengths and opportunities in the most likely scenario.
- Select the critical few strategies.
- Add strategies for contingencies.
- Assign each strategy to a champion.
- Cascade the strategies down the organisation.
- Develop detailed action plans to implement strategies.
- Set up and implement a system of review, appraisal and correction at every level in the enterprise involved in the strategy.
- Ensure that performance rewards are based on attainment of the strategy.

 Action Plans

- What they are.
- How and when to write them.

 Self-evaluation

 Templates and examples

**Each workshop includes the vital skill of Action Planning!**

This workshop is one of the building blocks of the world-class

### **T<sup>3</sup> Leadership/Management System**

A fully integrated system to run any enterprise, including hard and soft skills.

## **General Information**

**Price:** Prices to be provided on request

**Duration:** Three days

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