



## Strategic Marketing Partners – Operational Planning Workshop

### What is Operational Planning

- What is an Operational Plan?
- Why do you need an Operational Plan?
- What is the Integrated Planning Process?
- How does the Operational Plan Fit into the Integrated Planning Process?
- What are the Elements of an Operational Plan, and how do they fit together?
- What is the most effective approach to developing an Operational Plan?
- What are the benefits of this Operational Planning Process?

### Ensuring Organization-Wide Involvement

- What are the benefits of Involvement and Commitment?
- What are some obstacles to gaining ongoing involvement?
- What can top management do to get more involvement and commitment?
- What the Key Role in Operational Planning?
- How does team building take place in the Planning Process?

### Developing an Operational Analysis

- What is Operational Analysis?
- What are the steps in Operational Analysis?
- How is an Operational Analysis Produced?
- What is an example of Operational Analysis?

### Determining Key Results Areas and Indicators of Performance

- What is the Purpose of Key Results Areas?
- What are Guidelines for determining Key Results areas?
- What is the Purpose of Indicators of Performance?
- What are Guidelines for Identifying Indicators of Performance?

### Selecting Operational Objectives

- What are Operational Objectives, and where do they come from?
- How many objectives should an organization have?
- What is the Recommended Process for Selecting Objectives?
- What are Guidelines for Writing an Objective?
- How are Integrated Programs linked with the Operational Plan?





## Preparing Action Plans

- What are Action Plans?
- What is the Purpose of an Action Plan?
- What is the Recommended Process for Developing an Action Plan?
- What is an appropriate Action Plan format?
- What factors need to be reviewed in the formulation of an Action Plan?

## Integrating Budgets with the Operational Plan

- What is the purpose of Budgeting?
- What is the Role of Budgeting in Operational Planning?
- What Keeps the Budgeting Process from being more effective?
- How is the Total Organization's Budget Determined?
- How are Resources Allocated through the Budgeting Process?
- How does Control Fit into the Budgeting Process?

## Operational Planning at the Unit Level

- What are the benefits of Unit Operational Planning to middle and first line managers?
- When and how are Unit Operational Plans developed?
- How does top management know when there is an effective Unit Operational Planning Process in place?
- Developing Unit Roles and Missions.
- Why should there be a Statement of Roles and Missions for Each Separate Unit?
- Where does that Statement come from?
- How should Unit Statements be prepared?
- Key Questions for evaluating Unit Roles and Missions?
- What are some examples of Unit Roles and Missions?

## Making Operational Planning Work

- Where are you with Operational Planning?
- What is involved in Implementing an Organization-Wide Approach?
- What does an Operational Plan look like?
- When may Strategic and Operational Planning be completed together?
- What is different about Planning in Public Sector organizations?
- What is the difference between an Operational Plan and a Business Plan?
- What about Management by Objectives?
- What about Follow-Up?

If you would like to know more about our Operational Planning services call us at (720) 352-3407 or email us at [OperationalPlanning@prismbusdev.com](mailto:OperationalPlanning@prismbusdev.com) .

