



Strategic Marketing Partners – Strategic Planning Workshop

Defining the Organization's Mission

- What is a Mission Statement
- How is a Mission Statement Developed
- How is the Mission Statement Prepared
- What are some examples of Mission Statements

Producing a Strategic Analysis

- What is Strategic Analysis?
- How is Strategic Analysis Approached?
- How is the Strategic Analysis Produced?
- Why does this approach to Strategic Analysis Work?

Formulating Strategy: Determining the Organization's Direction

- What is Strategy
- What are Strategic areas?
- What is the Driving Force?
- How are Priorities Established for Strategic Areas?
- How is a Strategic Statement developed

Selecting and Validating Long-Term Objectives

- What are Long-Term Objectives?
- Where Do Long-Term Objectives originate?
- How are Long-Term Objectives selected?
- What are some examples of Long-Term Objectives?
- How are Long-Term Objectives Validated?
- Where do Assumptions Fit in the Planning Process?

Translating Ideas into Action Through Integrated Programs

- What are Integrated Programs?
- What is the Purpose of Integrated Programs?
- What are Key Factors in developing Integrated Programs?
- How are Integrated Programs identified and documented?
- How are Integrated Programs linked with the Operational Plan?

Compiling and Presenting Financial Projections

- Why is there a separate Financial Projections Section?
- What is the recommended Content?





- Why are historic financial trends necessary?
- Who compiles the Financial Projections?
- How are Higher-Level Financial Requirements Handled?

Preparing an Executive Summary

- What is the Executive Summary?
- Why is the Executive Summary Needed?
- What does the Executive Summary contain?
- What are the CEO's Concerns in writing the Executive Summary?
- What are the additional issues of the Executive Summary?

Developing and Implementing Your Strategic Plan

- Are you ready for Strategic Planning?
- What is a Plan to Plan, and how is it created?
- Who is selected for the Planning Team?
- How much time is required?
- Who leads the Planning Meeting?
- What does a Strategic Plan look like?
- How is the Plan Presented for Review and Approval?
- How is the Plan Communicated Throughout the Organization?

Further Resources: Strategic Analysis Techniques

- Gap Analysis
- Product-Market Matrix
- Portfolio Analysis
- Life-Cycle Concept

If you would like to know more about our Strategic Planning services call us at (720) 352-3407 or email us at StrategicPlanning@prismbusdev.com .

