



# STRATEGIC PLANNING & ENVIRONMENTAL SCANNING

Together in one **COMPREHENSIVE, 3-day experience!**

## TSP COURSE DESCRIPTION

ToP Participatory Strategic Planning is a structured methodology that unleashes individual and group creativity, establishes a collaborative and motivating vision, inspires deep thought around strategic issues, and creates an implementation plan that is responsive, dynamic, and measurable.

In this course you will learn facilitation skills to help groups:

- Create a shared vision
- Surface “hidden” realities that hinder progress
- Set strategic directions
- Prioritize and align substantial actions
- Define measurable goals
- Create clear and realistic tasks and timelines

*I had a wonderful time participating in the ToP Strategic Planning course. The trainers were engaging. They took the time to go through the process and gave time for questions. These skills will help me to facilitate great strategic planning sessions with future clients”*

*-Jerome’ Holston, MPA*

## AES COURSE DESCRIPTION

Before planning for the future, groups need to understand their history, the current dilemmas they face, as well as anticipate trends and shifts in their larger environment.

In Approaches to Environmental Scanning, explore and practice TEN dynamic and creative ways to assess feedback generated through focus groups, surveys, and listening sessions, or collaboratively analyze organizational and industry trends and complete data sets.

You will leave with easily applicable skills and techniques that help groups quickly understand customer, staff, or community perceptions and needs, delve into relevant data, and move groups toward a shared appreciation and understanding on how to launch efforts toward transformative, strategic change.

*“This course gives you tools that kick-start, re-energize, and celebrate milestones, and set a compass for where you need to go. You don’t need to be a super-planner to appreciate what is learned.”*

*-Lora K. Daniels, Office of Planning & Development*

*“Amazing opportunity to learn how to utilize past information or raw data to build buy-in and energize complex conversations. Loved the practical application and the ease of use of each of the new tools.*

*-Kayla Schnuelle, Senior Consultant, Mission Matters*



## COMING TO MILWAUKEE!

### STRATEGIC PLANNING

**June 18 - 19, 2025**

8:30am - 5:00pm

Training Venue TBD

**[Click here to Register](#)**

#### COST

- \$1250 - Corporate / Lg Non-profit
- \$1050 - Public / Government
- \$950 - Individual Professional
- \$950 - Mid-sized non-profit
- \$650 - Student / Sm Non-profit

### ENVIRONMENTAL SCAN

**June 20, 2025**

8:30am - 5:00pm

Training Venue TBD

**[Click here to Register](#)**

#### COST

- \$800 - Corporate / Lg Non-profit
- \$700 - Public / Government
- \$600 - Individual Professional
- \$600 - Mid-sized non-profit
- \$500 - Student / Sm Non-profit



**KAUTZA**  
COACHING &  
CONSULTING