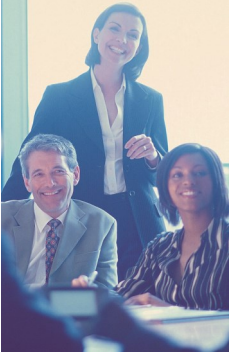


## Developing Strategic Plans



### About the Program

Everyone needs a roadmap to go where they've never been and your future business is a perfect example. Having a strategic business plan provides insights from the current state of the business to plan and execute for future growth and success. Step back and take a comprehensive view of your business and set your goals and action plan for the future.

#### Target Audience

Anyone who needs a short term and long term strategy for business success

#### Course Length

12 Hours

# Participants = 6

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#### This program will improve your ability to:

- ◆ Objectively assess your business
- ◆ Understand trends (industry, consumer, culture, competitor, local, etc.) and how they impact business
- ◆ Take advantage of strengths and opportunities and manage weaknesses/challenges of your business
- ◆ Develop goals, objectives, and action plans to meet the current needs and assure the future success of your business

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#### Learning Approach

A series of facilitated strategic planning sessions in which participants

- ◆ Complete a strategic plan for their business which they can execute
- ◆ Are exposed to the components of a strategic planning process and complete assignments between sessions
- ◆ Share, discuss, and brainstorm components of the business strategy
- ◆ Finalize their strategy and present it to others

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#### Content:

- ◆ Conduct outside-in assessment of those things that impact the business from big picture, ie: consumer trends, to industry trends, ie: supply chain
- ◆ Develop key learnings from assessment (what is the impact on the business?)
- ◆ Conduct SWOT analysis (strengths, weaknesses, opportunities, trends/threats)
- ◆ Develop vision for future success
- ◆ Develop goals and strategies based on vision and SWOT
- ◆ Create action plan