

STRATEGIC PLANNING

AGENDA

DAY ONE

I. Planning Sessions, Strategic Plan-Based Management, Human Resources & Benefits

Morning Session:

- Introduction to the strategic planning process.
- Overview of the current market landscape and challenges.
- Setting the stage for strategic alignment across divisions.

Afternoon Session:

- Human resources assessment: talent mapping, skills gap analysis, and succession planning.
- Reviewing benefits packages to attract and retain top talent.

II. Financial Plan, Priorities & KPI Management

Morning Session:

- Financial performance review.
- Setting financial priorities aligned with strategic goals.
- Key performance indicator (KPI) selection and measurement.

Afternoon Session:

- Budget allocation for expansion initiatives.
- Risk assessment and mitigation strategies.

III. Business Assessments, Conflict Management & Pricing Strategies

Morning Session:

- SWOT analysis across divisions.
- Conflict resolution strategies for cross-functional teams.
- Pricing strategy workshop based on market analysis.

Afternoon Session:

- Negotiation tactics and vendor management.
- Addressing conflicts and fostering collaboration.

DAY ONE

IV. Innovation, Positioning, USP & Copy Strategy

Morning Session:

- Innovation workshop: ideation and implementation strategies.
- Defining unique selling propositions (USPs) and brand positioning.

Afternoon Session:

- Crafting compelling copy and messaging strategies.
- Case studies of successful innovation and positioning in the industry.

V. Sales Structure, Organizational Development & Lead Generation

Morning Session:

- Evaluating current sales structures and performance.
- Organizational development strategies for sales teams.
- Lead generation tactics and tools.

Afternoon Session:

- Sales training and skill development.
- Role-playing exercises for effective sales techniques.

VI. Marketing Strategies, Research & Advertising

Morning Session:

- Marketing strategy review and alignment with business goals.
- Market research methodologies and tools.

Afternoon Session:

- Advertising channels and campaign planning.
- Creative brainstorming session for innovative marketing initiatives.

VII. Roles, Responsibilities, Top Management (Leaders) and Communicational Strategies

Morning Session:

- Clarifying roles and responsibilities across divisions.
- Leadership development and succession planning.

Afternoon Session:

- Effective communication strategies for cross-functional teams.
- Leadership roundtable discussion on fostering collaboration.

DAY TWO

VIII. Improving Our Capabilities: Short, Medium & Long-Term Plan

Morning Session:

- Short, medium, and long-term capability enhancement goals.
- Action planning for skill development and resource allocation.

Afternoon Session:

- Identifying strategic partnerships and alliances for capability enhancement.
- Reviewing progress metrics and adjusting plans accordingly.

IX. Management, Team Alignment, Business Productive Principles & Public Relations

Morning Session:

- Management best practices for team alignment and productivity.
- Public relations strategies for brand reputation management.

Afternoon Session:

- Team-building activities to foster collaboration.
- Case studies of effective public relations campaigns.

X. Market Position, Keeping Abreast with Best Practices, Marketplace & Competitors: Training and Organizing Your Team to Ensure Innovation, Superior Sales, and Customer Service.

Morning Session:

- Analyzing market trends and competitors' strategies.
- Training sessions on innovation, sales, and customer service best practices.

Afternoon Session:

- Developing action plans for staying ahead in the market.
- Workshop on adapting to changing market dynamics.

XI. Company Culture, Business Campaign Stages & Industries

Morning Session:

- Defining and fostering company culture aligned with strategic goals.
- Understanding different stages of business campaigns.

Afternoon Session:

- Industry-specific breakout sessions for deeper insights.
- Sharing success stories of culture-driven companies.

DAY TWO

XII. Marketing Plan, Non-Emotional Management & Customer Service

Morning Session:

- Crafting a comprehensive marketing plan based on previous discussions.
- Strategies for managing emotions in business decisions.

Afternoon Session:

- Customer service excellence: standards and training.
- Role-playing exercises for handling challenging customer interactions.

XIII. IT, Information, Data, Accounting, Legal & Leadership

Morning Session:

- IT infrastructure assessment and enhancement strategies.
- Data management and analysis for informed decision-making.

Afternoon Session:

- Legal considerations for expansion and market penetration.
- Leadership panel on guiding the organization through regulatory challenges.

Throughout both days, there will be interactive workshops, group discussions, case studies, and networking opportunities to ensure active participation and knowledge exchange among the participants.