

STRATEGIC PLANNING

Focused Facilitation to Aim Your Company in the Right Direction

A repeated refrain from many leaders is that their work days are focused on “putting out fires.” By participating in Strategic Planning with an experienced trainer from Bell Leadership Institute, you will learn how to adopt a proactive stance, enabling your organization to focus on the work that leads to future success. We will lead you through a detailed analysis of the changes, problems, opportunities and needs of the external environment to which your company must adapt to maximize its effectiveness over the next five years. This analysis is based on all relevant factors, including the company’s mission, vision, core values, internal strengths and weaknesses, the competitive marketplace and economic conditions and goals. We will then focus on the actual work to be done, including the organization structure and human systems required to achieve the desired goals. Finally, you will leave with an implementation plan that you and your team are ready to execute with confidence, having established clarity, consensus and commitment.

1 PREPARATION

Complete customized pre-work that focuses on your organization’s external environment.

2 ENGAGEMENT

- Analyze the pre-work and make conclusions about the top priorities for your company to focus on and excel in for the next five years.
- Determine the major strategic alternatives your organization can make over the next five years.
- Discuss and review the wisdom of selecting each of the alternatives to be your company’s strategic direction.
- Develop a game plan to execute the strategic plan effectively.

3 FOLLOW UP

Implement the strategic plan that you developed, including strategies to build and motivate your people to ensure success.

