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# Developing a Strategic Plan

## Introduction

**Introduction** A strategic plan is the steps that the organisation makes to achieve its mission statement. Without such a plan the organisation will soon end up reacting to events and losing ground to the competition.

**Objectives** This course will lead you step-by-step through the development of a strategic plan, beginning with a powerful mission statement, analysis of your organisation's strengths and weaknesses, and assessment of your competitive position. It includes tips on how to communicate the plan throughout the organisation, convert it into action by developing supporting tactical plans, and reinforce results at all levels.

**Designed for** All managers who need to look at the big picture.

**Duration** 1 day

**Topics**

- Form a mission statement.
- Keep the statement simple.
- Involve as many stakeholders as possible.
- Rely on the mission statement for advice.
- Craft a plan.
- Set objectives.
- Identify required activities.
- Develop plans at all levels.
- Implement the plan.
- Communicate the plan.
- Reward performance.
- Evaluate performance.
- Establish performance standards and measure performance.
- Compare performance to established standards.

**Follow-up** Executive-to-Employee Communication – 1 day

*Imagine what you'll know tomorrow...*

**For more information call**

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