



## STRATEGIC PLANNING FOR TEAMS AND ORGANIZATIONS

### COURSE OVERVIEW AND INSTRUCTIONAL GOALS

**COURSE LENGTH:** 8 Hours (1 Day)

**COURSE OVERVIEW:** This course discusses the importance and benefit of creating a strategic positioning document for teams and organizations that want to codify how to progress and remain contemporary in the services they offer. A method will be discussed for creating a strategic plan for your organization, and that process will be completed by all attendees. Each attendee will leave the course with a strong outline for a strategic plan already built. This course is lecture based, however, team and small group exercises are also a part of this course.

**INSTRUCTIONAL GOALS:** Upon completion of this course the attendee will be familiar with:

1. Creating Vision in the Organization
2. Creating Culture
3. Components of the Strategic Plan
4. Establishing Core Values and Mission Statements
5. Measuring Your Service and Having a Realistic View of Your Organization
6. Organizational Development and Implementation Phases
7. Practical Exercises

#### **AGENDA:**

##### Day One

0800-0900	Course administration & Introductions
0900-1000	Benefits of Creating Vision
1000-1130	Components of Organizational Culture and Their Importance
1130-1230	Lunch (not provided)
1230-1700	Components of the Strategic Plan

#### **COURSE OUTLINE:**

- I. Course Administration
  - a. Course overview
  - b. Learning objectives
  - c. Agenda
  - d. Housekeeping
  - e. Introductions
- II. The Benefits of Creating Vision
  - a. Vision is a necessary first step
  - b. Catching the vision
- III. Components of Organizational Culture and Their Importance
  - a. The three levels of organizational (group) culture
  - b. Impacts needed for strategic plans to be effective
- IV. Components of the Strategic Plan
  - a. Opening Statement



## STRATEGIC PLANNING FOR TEAMS AND ORGANIZATIONS

### COURSE OVERVIEW AND INSTRUCTIONAL GOALS

- b. Organizational Core Values
- c. Mission Statement
- d. Measuring Service
- e. Identifying Your Needs
- f. Establishing Implementation Phases
- g. Organizational Development
- h. Closing Statement

### CO-HOST LOGISTICAL REQUIREMENTS:

#### Classroom

- Adequate seating for the number of students attending, with tables.
- Whiteboard with markers
- Flip chart with paper

#### Audio Visual

- Projector for computer presentation
- Large projection screen (minimum of 6' X 6')
- Speaker system to connect to laptop for audio (or ability to plug in a thumb drive to an existing system).
- Extension cord and power strip

#### Other

- Access to copier

### STUDENT EQUIPMENT LIST:

- This course is classroom based.
- Laptop computer is helpful but not required (thumb drives will be handed out to students containing the course materials).
- Business casual dress