



STRATEGY  
MANAGEMENT  
GROUP



# Strategic Planning Essentials

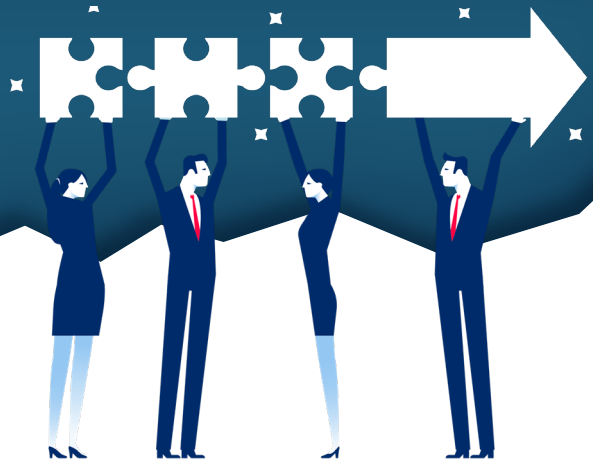
## Program Overview

Strategic Planning Essentials is a one-day training program that gives leaders, managers, and professionals the essential knowledge to understand and apply the basics of strategic planning. Led by experienced consultants, this high-level course introduces proven frameworks, practical tools, and best practices to drive organizational alignment and performance. Whether you're starting your planning journey or seeking a refresher, you'll gain clarity and confidence through real-world examples and hands-on exercises designed to improve planning at any level.

## Who Should Attend

This course is ideal for new managers, team leaders, and professionals who are entering the world of strategic planning, as well as experienced team members who want a practical refresher. It's also perfect for cross-functional or project teams, and for anyone seeking a clear, hands-on approach to organizational strategy at any level.

# Strategic Planning Essentials



## Why Take This Course?

Whether you're new to strategic planning or want to update your skills, Strategic Planning Essentials will give you the foundation, tools, and confidence to help your organization succeed. Delivered by experts from Strategy Management Group, this interactive program makes planning practical and approachable for all.

## Course Learning Objectives

By the end of this course, participants will be able to:

- ▶ Explain the core concepts and steps of strategic planning
- ▶ Define mission, vision, and core values
- ▶ Set clear goals and identify simple measures of progress
- ▶ Apply proven frameworks and practical tools to real-world planning scenarios
- ▶ Support organizational alignment and performance improvement
- ▶ Confidently contribute to planning discussions and initiatives at any level

## Course Benefits

As a participant, you will benefit by learning how:

- ▶ Understand strategic planning basics: Learn step-by-step processes, terminology, and why it matters
- ▶ Develop practical skills: Set effective goals, create simple measures, and support organizational performance
- ▶ Gain confidence: Participate fully in planning and improvement activities at any level
- ▶ Take home tools: Templates, checklists, and resources for immediate use

## Course Outline

### Strategic Planning Basics

- ▶ What is strategic planning and why does it matter?
- ▶ Step-by-step overview of a practical planning process

### Laying the Groundwork

- ▶ Establishing your mission, vision, and values
- ▶ Assessing and understanding your strategic environment using tools such as SWOT, PESTLE, and others

### Goal Setting and Measurement

- ▶ Assessing your customer needs and establishing a customer value proposition
- ▶ Formulating high level strategy
- ▶ Developing goals, objectives, and action steps
- ▶ Developing meaningful measures of success

### Strategic Alignment and Execution

- ▶ Aligning plans and actions across teams
- ▶ Communication and engagement strategies

### Overcoming Challenges

- ▶ Recognizing and addressing common obstacles
- ▶ Application exercises with real-world challenges

### Summary & Next Steps

- ▶ Review, resources, and guidance for ongoing development



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