



Schulich
School of Business
Executive Education Centre



Online
Virtual
Classroom

**Register for
an Upcoming
Session:**

Dynamic Strategic & Business Planning

Use the system of 8 strategies found in every for-profit, nonprofit, and public sector organization to produce superior strategy decisions and implementation.

Please see website for upcoming session dates.

Featuring the new, secure ZOOM video-conferencing platform. You'll benefit from:

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

8 strategies are common to every for-profit, nonprofit, and public sector organization. These strategies are configured into a dynamic system that is unique to each organization. This model creates a simple but highly informative starting point for strategic planning and can be used to present a powerful one-page visual which clearly communicates strategic direction to organizational stakeholders. This program provides an in-depth review of the model, and instructs participants on how to use it to guide strategic and business plan development for their organization.

Our Participants Say it Best:

"A clear vision presented in simple yet effective method. A thought-provoking 3 days, that was an investment in myself and my organization."

Ignazio Grasso,
Manager, Recovery and Investigative Services,
CAA Insurance

"A complex area of study was presented in plain language and an easy-to-follow format. I left with real tools to employ in any work environment now and into the future."

T. Zach,
Director,
Communications,
Ontario Ministry of Labour



24 PDU*



21 CPD

Register Today / Complete Details

<https://seec.online/13194>



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Learn how a strategic plan and a business plan are put together

This 3-day program uses a **highly interactive model of strategy, strategy simulations, workshops, case studies, and group discussion** to allow a 'hands-on' experience with development of the Situation Analysis, the Strategic Plan, and the Business Plan. Participants will receive a **comprehensive collection of planning templates as well as examples of a completed Situation Analysis Report, Strategic Plan, and a Business Plan.**

Reinforce your learning using strategy simulations!

Top Take-Aways

1. **Data gathering and analysis:** the facts required to support decision-making
2. **Strategic issue identification:** a methodology for strategic issue identification and resolution
3. **Strategy framework:** the differences and linkages between the strategies of the strategic plan and the business plan
4. **Scenario-building:** expanding options
5. **Cross-impact analysis:** How does strategy affect others?
6. **Communicating strategy:** tools and techniques for promoting buy-in
7. **The role of expectations:** understanding how expectations set the scope and rate of acceptable change for any plan
8. **Implementation:** aligning management activities with performance expectations
9. **Documenting the plan:** scorecard for the content of a strategic and business plans

Who Should Attend

This course will appeal to managers, executives, board members, and owners looking for:

- Alternatives to the typical Vision / Mission based planning processes
- A compelling way to present strategy
- A means to secure buy-in for proposed strategy
- A Plain English, understandable planning approach
- A way to be able to make sense of the organization's strategic plan or related business plans

Work on Your Own Issues

Participants will use proven templates to work on their own strategic issues.

Instructor Profile

Alan Kennedy, BA, LLB, FCMC, is a strategy consultant whose book, *The Alpha Strategies: Understanding Strategy, Risk, and Values in Any Organization*, won a Kirkus Star as "a work of exceptional merit" and was a Kirkus Business Book of the Year in 2013.

Overview of Learning

Day 1: Situation Analysis

- Defining Strategy
- Building the 8 Strategy Model
- Strategy Model Simulations
- The Situation Analysis Process
- Preparing for Planning
- Studying Current Strategy
- Identifying External Factors
- Preparing the Situation Analysis

Day 2: The Strategic Plan

- The Strategic Planning Process
- Identifying External Factors
- Connecting External Factors to the Strategy Model
- Developing Strategic Issues
- Developing Scenarios
- Choosing Strategies
- Testing Strategy Choices
- Preparing The Strategic Plan

Day 3: The Business Plan

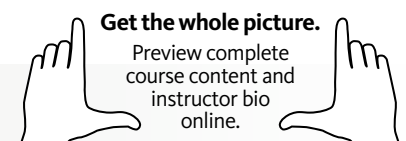
- The Business Planning Process
- Identifying Imposed Expectations
- Prioritizing Expectations
- Converting Expectations to SMART Objectives
- Mapping Strategy Implementation
- Preparing the Business Plan

Upcoming Dates:
Please see website.

Registration Fee:
\$3,250+ applicable taxes

Complete registration details:
seec.online/FAQ

Technical Requirements:
seec.online/techreq



Complete Details / Register Today

<https://seec.online/13194>

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