



Strategic Planning Workshops

Purpose: The Strategic Planning Workshop is designed for start-up to established businesses to help develop or refine their company vision, their strategic formulation, and implementation plan. We work with participants to establish their overall direction while developing a business plan that can respond to internal and external changes over time. We use a proven, simplified process and appropriate metrics that lead to successful execution. We will optionally continue to work with participants through monthly or quarterly reviews to ensure success and provide an independent perspective on their progress. Coaching is also an option for individuals or the team to support staying on track.

Results: Participants will have the opportunity to:

- Recognize those specific opportunities which align with their company's strengths.
- Focus their company's most significant opportunities.
- Build on those strengths to best employ available resources.
- Evaluate alternative strategies ... and select those which focus on their most significant opportunities.
- Utilize strategic planning for increasing employee motivation.
- Redirect managerial attention from tasks to opportunities.
- Build commitment among team members.
- Motivate their company's employees... even those beyond the planning team

Methods: Facilitators offer debriefing sessions and coaching throughout the program, providing additional opportunities to relate learning experiences to the actual work environment. The process may include the following:

- ✓ Pre-assessment work
- ✓ One-day or more facilitated program and follow-up work
- ✓ Interactive training and exercises
- ✓ Assessments
- ✓ Case study and scenarios
- ✓ Facilitated group discussions

Attendees: Members of the company's strategic planning team – top-level managers responsible for business strategy: CEO, president, vice-presidents, directors, division managers, marketing executives, financial executives, and other high-level functional managers.

*To learn more and have a customized schedule made for you; please contact
The Browne Center at 800-349-1925 and ask for Corporate Training*