

## STRATEGIC BUSINESS PLANNING TRAINING

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**COURSE LENGTH: 1.0 DAYS**

The Strategic Business Planning Training course teaches you how to develop your skills to create an effective, strategic business plan which will define the steps, direction, and strategies that the business will use to meet and exceed your set goals or objectives

After completing the Strategic Business Planning Training Course, you will have learned to: identify your company's values, conduct a SWOT analysis, use infographics, create usable reports and strategy maps, implement balanced scorecards, set goals, write your company's vision and mission statements, assign roles and responsibilities and much more.

This comprehensive training course is available across the U.S., including Atlanta, Austin, Baltimore, Birmingham, Boston, Charlotte, Chicago, Dallas, Houston, Jackson, Los Angeles, Manhattan, Miami, New York, Orlando, Philadelphia, San Antonio and Seattle.

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## STRATEGIC BUSINESS PLANNING TRAINING COURSE OUTLINE

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### FOREWORD

During this Strategic Business Planning Training Course, participants develop skills and understanding in identifying company values, defining the company vision, conducting SWOT analysis, creating a strategic plan, implementing and evaluating a strategic plan, using strategy maps and balanced scorecards, and more.

This short and exhaustive training course is the fastest way to master the art and craft of creating perfect strategic business plans.

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### OUTCOMES

**After completing this course, participants will have learned to:**

- Identify the values that support their company
  - Write a mission statement that explains what the company's purpose is
  - Complete meaningful SWOT analyses
  - Use tools and techniques to create a strategic plan that directs the organization from the executive to the front line
  - Learn ways to implement, evaluate, and review a strategic plan
  - Use related tools, such as the strategy map and balanced scorecard, can help them develop a strategic plan
  - Understand strategic planning
  - Set goals
  - Assign roles and responsibilities
  - Keep everybody accountable
  - Gather support
  - Make changes
  - Use presentation options, including infographics and reports
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### MODULES

#### Lesson 1: Course Overview

- Welcome & Introduction
- Workshop Objectives
- What is Strategic Planning?

#### Lesson 2: Making the Change

- Preparing For Change
- Three Phases of Change
- Endings
- Transitions/Neutral Zone
- Control & Change

#### Lesson 3: Foundations of Strategic Planning

- Identifying Values

#### Lesson 4: How Does It Look?

- Reports

- Defining Your Vision
- Designing a Mission Statement

- Infographics
- Presentations
- Creative Considerations

#### **Lesson 5: Setting Goals**

- SWOT Analysis
- Setting Business Goals
- Assigning Roles, Responsibilities, and Accountabilities
- Problem Solving in Action

#### **Lesson 6: Getting There**

- Staying Focused
- Security Considerations
- Strategy Map
- Balanced Scorecard
- Case Study

#### **Lesson 7: Strategic Planning Snapshot**

- The Strategic Planning Cycle
- Gathering Support
- Putting It Into Practice

#### **Lesson 8: Workshop Wrap Up**

- Workshop Review
- Team Action Plans

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#### **WEB LINKS**

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- [View this course online](#)
- [In-house Training Instant Quote](#)