BUILDING A GREAT STRATEGIC PLAN

WHY IS THIS COURSE IMPORTANT?

Every organisation needs to create, implement and then update a strategic plan. Having the right strategic plan is the one of the top five drivers for success in any organisation.

OUTLINE

Strategic training guides people through the core elements of strategic planning, and provides participants with the mindset, tools, techniques and methodologies to develop a practical and powerful strategic plan. It provides the guiding framework for analysis, decision-making, implementation and defines a process to ensure 'buy in' at all levels.

AGENDA

DAY 1 (am) – THE RIGHT MINDSET

Strategic thinking is different from day-to-day thinking. Strategic thinking is more about 'possibilities' than 'efficiency and effectiveness', more about where 'value' is generated than 'process performance', more about 'primary drivers of success' than 'budget achievement'. Once you start to think like a strategist, then strategic planning becomes a whole lot easier.

9.00 – Introduction.
9.20 – How to think like a strategist and begin to identify broader strategic issues and possibilities for your organisation.
10.30 – Morning tea.
10.45 – How to insert strategic concepts in discussions and meetings.
11.15 – How to develop and use a strategic framework as a reference point for decisions and direction setting.
12.00 – Exercise – putting this together.
1.00 – Lunch

DAY 1 (pm) – THE RIGHT INFORMATION

To make good strategic decisions you need to understand what will drive success in the future. There are a number of specific tools and techniques that need to be used at the right level of analysis.

2.00 – The drivers of change. Which forces are likely to impact on your business (technology, legislation, economy, demographics, etc) and what will be their impact?
2.45 – Competitor analysis. What are your competitors likely to do, and how can you maintain your sustainable competitive advantage/ uniqueness?
3.15 – Afternoon tea.
3.30 – Customer and product/ service analysis. What are your current and potential products/ services and customers? What untapped opportunities do they currently offer your business? What potential opportunities are likely to emerge? How do you capture these?

4.30 – Internal drivers. How ready and willing is your organisation to be able to take advantage of future opportunities (resources, finances, culture, premises, IT, change readiness, etc)?
5.15 - Close.

DAY 2 (am) – THE RIGHT DECISIONS
The right tools and techniques patterned in the right order will deliver great strategic decisions. The trick is to make big decisions in stages, so the logic of the process guides the direction. This avoids people defending pre-conceived positions, and produces the best results.
9.00 – Discussion about the key points from the previous day.
9.15 – Market future analysis. What is likely to happen in the market(s) in which you operate? Which products/services offer the greatest opportunity for future growth, and which are likely to decline?
10.00 – Scenario options analysis. How could your business develop into the future? What scenarios are possible, and what might these look like? Is there evidence that any one is beginning to come true?
10.30 – Morning tea
10.45 – Portfolio analysis. Which products and/ or customers represent your cash cows, stars, and dogs? Do you have a good mix, and how should you allocate effort and resources to each?
11.15 – Lifecycle analysis. Where are your products and/ or services on their lifecycle? What are the implications, and what decisions do you need to make now to secure a successful future?
12.00 – SWOT analysis. How to use a SWOT analysis properly, so internal strengths and weaknesses and external opportunities and threats can be analysed and actions can be put in place.
12.30 – Stitching it all together. How to interpret all the pieces of information generated, set priorities and produce sound strategic decisions.
1.00 – Action Planning. How to select the small number of core actions that will deliver the intended results, and how to allocate these in a way that ensures they can be completed on time and on budget.
1.25 – Lunch

DAY 2(pm) – IMPLEMENTATION
Even the best strategic plan can fail to deliver results if it is poorly implemented. People need to understand what they have to do, and be enthusiastic about making (sometimes significant) changes.
2.00 – Building the case for change. It is likely that the strategic plan will require people to change one or several of the following - what they do, how they do it, who they do it with, the level of outcome expected and when results are expected. You will learn how to develop compelling reasons for people to offer their unflagging commitment and to invest their passion and energy in achieving the results.
2.30 - Communication. How to tailor strategic messages to suit different audiences, and how to put together powerful strategic presentations.
3.15 – Afternoon tea.
3.30 – How to develop and use measures to keep the strategic projects on track.

4.00 – How to create and use early wins to confirm the direction and accelerate the outcomes.
4.30 – Tricks and traps. How to avoid 3 common traps and use 3 useful tricks to ensure you deliver a successful outcome.
5.00 – Close

THE PROCESS

The principles that deliver strategic success are the same for every kind of business - however their application is unique. In this course you will be given a practical workbook and Neville Lake will show you how to translate what you have learnt into a specific plan for your own organisation. You will be given the opportunity to consider and discuss how to connect the theory with your circumstances, and you will document straightforward actions you can implement immediately. You will leave the course with the roadmap to take your business to the next level.

The training will be lively, interactive, well paced and fun. You will enjoy a mixture of theory, practical examples, discussion, small group work and exercises.

YOUR PRESENTER

Neville Lake is the author of six books including "The Strategic Planning Workbook," which is an international bestseller and part of The Sunday Times series of management books. He has developed an intensely practical approach to strategy and strategic planning and his methodology has been used by thousands of businesses around the world.

Neville has visited over 100 world best practice organisations, advised over 150 businesses and has been applauded by over 500,000 people around the world. He has worked in the consulting division of three of the world's largest consulting firms and has run his own business – The Lake Group – for over 10 years. Neville is in demand as a consultant, trainer and speaker.

Contact Neville on nlake@lakegroup.com.au