

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2009](http://www.amanet.org/2009)

# Facilitating an Effective Strategic Planning Process

## Efficiently prepare and run strategic planning sessions that produce real results.

Regardless of goals, there's one thing that can be said about all strategic planning process: the stakes are high. So you need to prepare. How to get the right people—and get them to actively contribute? How to prevent high-powered personalities from taking the session off-track? How to make sure your goals are effectively defined and that you have all the right elements in place?

This is your course to get the tools and techniques to prepare and conduct a productive, results-driven strategic planning process. You'll address up-front contracting within the organization, sponsorship, selecting the best approach and tools, as well as determining what data is required. You'll then learn how to smoothly facilitate the process/session and implement an effective follow-up.

## How You Will Benefit

- Gain a clear understanding of what role the “facilitator” plays in the process
- Know which discussions and decisions should occur prior to the strategic planning session
- Determine who should be involved and to what extent
- Know how to get chief influencers at multiple levels on your team in leading roles
- Decide the best strategic planning approach/process to use and customize it
- Create a committee of influencers to support you with assigned roles and accountabilities
- Develop the right agenda, establish realistic meeting guidelines and gain agreement
- Explore various scenarios which may occur and possible approaches to handling them
- Ensure up-front clarity and agreement as to what results are expected of the process
- Build in metrics and schedule meetings to assess milestones and progress towards goals

## What You Will Cover

- Defining facilitation and examples of how it applies to a strategic planning process

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- Clarifying your specific role in the process
- Planning for strategic planning by contracting and getting buy-in from executive leadership
- Defining the scope, goals and specific results that will be achieved
- Deciding who will be involved in the process and to what extent
- Finding your Strategic Planning Champions and defining accountabilities
- The crucial importance of chief influencers at multiple levels
- Exploring style: the behaviors, priorities, decisions and symbolic aspects of an organization's culture
- Today's most commonly used strategic planning processes/approaches/models
- Designing your session: creating the storyboard/process flow
- What tools/models/activities can be included in the strategic planning session
- Techniques for enabling creativity and innovative thinking
- Determining what information/data will be critical to discussions
- Producing the expected results of the planning process
- Managing the logistics before, during and after the session
- Facilitating the actual session: drawing people out, generating ideas and running the sessions efficiently
- Establishing next steps and moving towards the execution phase
- Conducting regular review sessions to check progress towards milestones

## Who Should Attend

Experienced executives, directors of OD, senior HR leaders, division leaders, strategic planners and others who must manage the strategic planning process for a department or organization, as well as those who would like to become an internal or independent strategic planning facilitator.

## Schedule

- [3] days - \$2,645 Non Members
- [3] days - \$2,395 AMA Members
- [3] days - \$2,268 GSA

## Credits

1.8 CEU /21 CPE/18 CPU  
18 PDCs

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