

FUNDAMENTALS OF STRATEGIC PLANNING

Improve your knowledge of strategic planning to understand what senior management is thinking and why—and increase your value to your organization!

Seminar #2565

Overview

Here's an overview of strategic planning for those not directly involved in the planning process, but who want to understand the impact of strategy on their work and their organization's success. Gain a perspective and vocabulary for strategic planning to help you actively and constructively support your firm's strategic direction.

Schedule

- [2] days

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,708 GSA

Credits

12 SPHR /12 PHR /1.2 CEU
12 PDU

Schedule

We have 11 scheduled sessions located nationwide starting between 6/25/2012 - 2/4/2013

Date	Location	Duration
Jun 25, 2012 - Jun 26, 2012	Atlanta, GA	2 Days
Jul 23, 2012 - Jul 24, 2012	Chicago, IL	2 Days
Aug 16, 2012 - Aug 17, 2012	Houston, TX	2 Days
Aug 27, 2012 - Aug 28, 2012	Arlington/Washington DC, DC	2 Days
Sep 24, 2012 - Sep 25, 2012	New York, NY	2 Days
Oct 15, 2012 - Oct 16, 2012	Atlanta, GA	2 Days
Oct 18, 2012 - Oct 19, 2012	San Francisco, CA	2 Days
Nov 12, 2012 - Nov 13, 2012	Chicago, IL	2 Days
Nov 29, 2012 - Nov 30, 2012	Arlington/Washington DC, DC	2 Days
Dec 13, 2012 - Dec 14, 2012	New York, NY	2 Days
Feb 4, 2013 - Feb 5, 2013	Atlanta, GA	2 Days

Registering more than 4 people, please call 1-877-566-9441.

How You Will Benefit

- Understand what strategy and strategic planning mean to an organization
- Learn key concepts and the language used by those involved in strategic planning
- Discover various approaches companies use to develop strategy
- Find out how strategy moves from concept through implementation to realization
- Recognize techniques companies use to assess their current and future environments
- Identify specific ways you can contribute to your organization's strategic success

What You Will Cover

- What strategy and strategic planning really mean
- How strategy creates value for customers and stakeholders
- How companies develop strategy: seven strategic planning processes
- The strategic planning process in action: five stages of a classic approach
- Assessing the environments
- Three Ds of strategy: discussion, decision, development
- Implementing strategy: how strategy cascades through the organization

Who Should Attend

Managers and supervisors who want to expand their strategic planning skills and management perspective...and anyone who must communicate with managers and leaders involved in the creation and implementation of strategy.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)