

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/2526

Strategic Planning

Develop the best strategic planning to support your company's goals.

This course is designed to combine proven-by-practice methods with new insights and ideas from a wide range of current strategic thinking. Gain a wider perspective of management practice through breakout sessions, exercises, and case applications. Bring your strategic dilemmas to this program and get direction on analytical and organizational approaches.

How You Will Benefit

- Identify strategic planning issues in order to develop a unique competitive advantage
- Learn key analytical and conceptual approaches to expand your understanding of the marketplace
- Align your organization with your strategic planning goals by integrating strategy, objectives, metrics, and performance
- Identify evolving strategic patterns and generate ideas on how they can be applied to your organization
- Incorporate customer needs into your strategic planning
- Use a case study to examine the strategic planning process
- Recognize how the actions of customers, competitors, and your own company determine the outcomes in your markets
- Determine the best approach to effectively implement your strategic planning

What You Will Cover

Strategic Planning Principle

- Determining a frame of reference for strategic planning concepts
- Schools of thought in strategic planning
- The evolution of strategy

An Overview of the Strategic Planning Process

- Basic elements of strategic planning
- Developing and managing the strategy formation process

Understanding Your Organization's Mission

- Your organization's core values
- Creating an inspiring mission statement for your own organization

Assessing the External Environment

- Identifying macro and micro factors
- Responding to changes in the environment
- The I/P (Importance/Performance) matrix as a competitive tool

Understanding Your Internal Environment

- How to become a high-performing organization
- Financial elements of developing strategy

Formulating Your Strategic Planning

- Data synthesis
- SWOT analysis

Competitive Strategic Planning

- Defining your competitive advantage
- The product/industry/life-cycle curve
- Understanding mega patterns

Ensuring Strategic Alignment

- Creating organizational accountability
- How to translate the grand design into well-executed strategic planning

Strategic Planning Execution

- Key building blocks
- Learning the three core processes
- Understanding resource allocation and strategy formation

A Strategic Planning Process

- Determining the best processes for your business

Who Should Attend

Executives, division leaders, and other senior managers involved in the formation and implementation of strategic planning.

Special Feature

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses, and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

Schedule

- 131 days - \$9,645 Non Members

- [3] days - \$2,849 Non Members
- [3] days - \$2,395 AMA Members
- [3] days - \$2,268 GSA

Credits

18 CPU/18 PDU_S&B/1.8 CEU

18 PDU/21 CPE

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