

## STRATEGIC PLANNING

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

Seminar #2526

### Overview

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.

### Schedule

- [3] days
- [3] days - \$2,545 Non Members
- [3] days - \$2,295 AMA Members
- [3] days - \$1,965 GSA

### Credits

1.8 CEU /18 PDU

### Schedule

We have 22 scheduled sessions located nationwide starting between 6/18/2012 - 2/11/2013

Date	Location	Duration
Jun 18, 2012 - Jun 20, 2012	New York, NY	3 Days
Jun 27, 2012 - Jun 29, 2012	Chicago, IL	3 Days
Jul 11, 2012 - Jul 13, 2012	Arlington/Washington DC, DC	3 Days
Jul 16, 2012 - Jul 18, 2012	Lake Buena Vista, FL	3 Days
Jul 23, 2012 - Jul 25, 2012	San Francisco, CA	3 Days
Aug 8, 2012 - Aug 10, 2012	Chicago, IL	3 Days
Aug 20, 2012 - Aug 22, 2012	Atlanta, GA	3 Days
Aug 27, 2012 - Aug 29, 2012	New York, NY	3 Days
Sep 12, 2012 - Sep 14, 2012	San Francisco, CA	3 Days
Sep 26, 2012 - Sep 28, 2012	Arlington/Washington DC, DC	3 Days
Oct 3, 2012 - Oct 5, 2012	New York, NY	3 Days
Oct 8, 2012 - Oct 10, 2012	Las Vegas, NV	3 Days
Oct 24, 2012 - Oct 26, 2012	Chicago, IL	3 Days
Nov 7, 2012 - Nov 9, 2012	Boston, MA	3 Days
Nov 12, 2012 - Nov 14, 2012	San Francisco, CA	3 Days
Nov 26, 2012 - Nov 28, 2012	Arlington/Washington DC, DC	3 Days
Dec 5, 2012 - Dec 7, 2012	New York, NY	3 Days
Dec 12, 2012 - Dec 14, 2012	Los Angeles, CA	3 Days
Dec 17, 2012 - Dec 19, 2012	Chicago, IL	3 Days
Jan 16, 2013 - Jan 18, 2013	New York, NY	3 Days
Jan 28, 2013 - Jan 30, 2013	Scottsdale, AZ	3 Days
Feb 11, 2013 - Feb 13, 2013	San Francisco, CA	3 Days

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

### 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 in detail
- 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 a 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.

#### **Ways to Register**

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