

American Management Association's Facilitating an Effective Strategic Planning Process

Learning Objectives

- Understand Your Role in the Process and Contract with the Leadership Team
- Effectively Facilitate Strategic Planning Sessions That Drive Results Within the Organization
- Select the Best Strategic Planning Approach, Get Senior Sponsorship, and Set Realistic Expectations for Your Strategy-Planning Session
- Ensure Results By Establishing Accountability, Implementing Regular Reviews, and Aligning with the Performance Management System

Clarifying Your Role

- Identify the Different Roles of a Facilitator
- Clarify Senior Leadership's Expectations of Your Role as Facilitator
- Define Your Role as Facilitator

Planning for Strategic Planning

- Ask the Right Questions to Establish Shared Meaning Around Terminology and Outcomes of a Strategy-Planning Session
- Apply a Process When Contracting with Leadership
- Identify Strategic-Planning Champions and Ensure the Right People Are Part of the Process

Strategic Planning Approaches

- Recognize Current and Common Strategic Planning Approaches
- Articulate Considerations When Choosing a Strategic Planning Approach
- Define Strategic Planning Outputs

Tools and Models Used in Strategic Planning

- Discuss the Importance of Macro- and Market Environmental Factors in Strategic Planning
- Describe the Purpose of Using Models and Tools in Strategic Planning
- Recognize Various Models Used in Strategic Planning for Analyzing and Synthesizing Information

Logistics—Before, During, and After

- Manage the Logistics Before, During, and After the Strategic Planning Session
- Identify Critical Data That Can Make or Break a Strategic Plan

Facilitating the Session

- Prepare for Your Strategic Planning Session and Create an Environment for Effective Dialogue
- Apply Critical Skills and Techniques of an Effective Facilitator
- Manage Disruptive Behaviors During a Strategic Planning Session
- Use Processes to Drive Key Outputs and Produce Results

Your Role in Implementation

- Assist in Crafting a Strategic Narrative
- Establish Your Role in Aligning the Organization, Translating the Strategy Plan into Meaningful Actions, Communicating the Plan, and Getting Organizational Buy-In