

Course Title: Strategic Planning and Development

Course content:

- What is a strategic plan and how is it used?
- Identifying the organisation's strengths and weaknesses
- Scanning the external environment for opportunities and threats
- Defining strategic objectives
- Identifying strategic choices – options?
- Communicating the strategy and sharing ownership
- Implementing a strategic plan
- Defining and monitoring strategic success criteria

Key learning outcomes:

- Understand how strategy is developed and the purpose of strategic planning
- Be able to carry out analysis of the strategic environment
- Define some SMART objectives for the strategy
- Communicate the plan to a range of stakeholders using different perspectives
- Understand how to put a strategy into action and the pitfalls to watch out for
- Be able to evaluate a strategic plan's success