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**PHOENIX TS**

# Strategic Planning

**BONUS! Cyber Phoenix Subscription Included:** All Phoenix TS students receive complimentary ninety (90) day access to the Cyber Phoenix learning platform, which hosts hundreds of expert asynchronous training courses in Cybersecurity, IT, Soft Skills, and Management and more!

## Course Overview

This one day, instructor led course will introduce students to strategic thinking. Strategic management, and therefore strategic thinking, is a responsibility for all workers. This responsibility is growing in importance as management is no longer seen only as an operational function. Modern organizations exist in a complex environment with an increasing demand for effective strategic responses. At the very least this requires a basic understanding of strategy; at best it requires workers who think strategically. Strategic thinking is the ability to see the total enterprise, to spot the trends and understand the competitive landscape, to see where the organization needs to go and to lead it into the future. At the completion of this course, participants will be able to:

- Identify the purpose of strategy in the strategic hierarchy
- Set a strategy in line with organizational vision and mission
- Set objectives and strategy measurements
- Link corporate strategy to operational activities
- Manage the strategic change process

## Schedule

Currently, there are no public classes scheduled. Please contact a Phoenix TS Training Consultant to discuss hosting a private class at 301-258-8200.

## Course Outline

### Module 1: Course Overview

## **Module 2: Understanding Strategic Thinking**

- What it Does
- Small Group Discussion
- Pyramid Structure

## **Module 3: Identifying Our Values**

- Pre-Assignment Review
- Creating Value Statements

## **Module 4: Designing Our Vision**

- The Vision Process
- Defining Your Vision

## **Module 5: On a Mission**

- Defining Your Mission Statement
- Designing a Mission Statement

## **Module 6: Performing a SWOT Analysis**

- What is SWOT Analysis
- Individual Analysis
- SWOT Ratings

## **Module 7: Setting Goals**

- Fitting into the Plan
- Goals with SPIRIT
- Getting into It

## **Module 8: Course Wrap-Up**

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