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PHOENIX TS

Strategic Planning

Due to Covid-19 safety restrictions PhoenixTS will temporarily be unable to provide food to our students who attend class at our Training Center; however, our Break Areas are **currently open** where students will find a constant supply of Coffee, Tea and Water. Students may bring their own lunch and snacks to eat in our breakrooms or at their seat in the classroom or eat out at one of the many nearby restaurants.

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 240-667-7757.

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



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Module 8: Course Wrap-Up

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Starting at **\$1,095**

ATTENTION

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[240.667.7757](tel:240.667.7757)

GSA



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