Strategic planning is about the intentional creation of organizational tension – tension between the current state of the organization and a clear picture of what the organization is working to become.

Strategic planning is often dreaded and seen as expensive in time and other costs. But it does not have to be complicated or require countless meetings to arrive at a “plan.” In today’s environment, a strategic plan must be a living document that provides strategic direction and alignment of organizational resources but is flexible enough to allow essential adjustments in a changing world.

In this session, participants will use a common-sense approach to strategic planning that walks them through important questions about the purpose of the organization. At the end of the session, participants will leave with a road map of the key strategic planning principles and the know-how to lead others through these steps back at the office. This session works with people at all levels of the organization and can be used for developing strategic plans for organizations, departments, committees or personal development.

For more information or to schedule a session
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