

Strategic Planning – Thomas M. Jindra

Overview

Effective organizations begin with a plan that is premised on strategic objectives. The purpose of this session is to prepare the participants for the process of strategic planning. The session provides a special emphasis on situation analysis and the role that it plays in developing business level strategy.

Course Topics

- Introduction to Business Level Strategy
- Competitive Positioning
- External Analysis
- Benchmarking and “Best Practices”
- Integrating Business and Organizational Strategy

Course Outcomes: Upon completing the course, participants should be able to:

- Develop an effective business strategy for a business
- Apply competitive positioning to leverage competitive advantage in the marketplace
- Integrate elements of the external environment in strategic positioning
- Enhance business potential through business value chain analysis and “Best Practices” comparisons
- Define gaps in strategic positioning and develop effective strategies to overcome them
- Link organizations to overall business strategy to maximize potential.