applied innovation centre

Applied Strategic Planning

There are three kinds of organisations:
those that make things happen,
those that watch things happen,
and those that wonder what happened.

Course Overview

This program is for real teams that need to make things happen to make sure that the desired future of their organisation comes about.

It is not only the production of a strategic plan that makes this program important, it is also the process the team goes through to arrive at this plan, which is equally important.

***Applied Strategic Planning* is not just about the plans of the people on this program, it is also about how to involve all those people in an organisation or a team (who are not on this program) to ensure they make the strategy come about at an operational level.**

A key feature of this program is the production of a simple, memorable document that can be used by everyone in the organisation to produce successful organisational performance.

Recommended For

- Management teams
- Departmental teams
- Functional Teams

Benefits

For the organisation

- When you know where you are going then there is abetter chance of getting there
- A more cohesive team
- Commitment to the organisation's future as opposed to compliance
- A genuine, straight forward plan that can be understood by everyone
- Looking at the company as it is and planning what it can become
- Understanding and planning how all functions in the organisation will contribute to the plan

Learning Outcomes

By the end of the two day program participants will have:			
•	Recorded the environmental factors likely to affect their organisations;	•	Ensured that every member of the strategic team can implement each mission element;
•	Determined the different types of effects these are likely to have;	•	Established where the organisation is now in relation to the product, people, promotion, price, place and the pace (6 P's), where it is now, where it wants to be, and how to close this gap;
•	Detailed responses to these effects;	•	As a result of all the above information formulated a major strategic focus;
•	Carried out an analysis on the organisation's strengths, weaknesses, opportunities and threats;	•	Predicted what events are likely to help the strategy and what are likely to hinder it,
•	Designed actions to reinforce the strengths and eliminate the weaknesses;	•	Designed actions to make the above events positive parts of the strategy;
•	Planned actions to utilise the opportunities and avoid the threats;	•	Produced a strategic plan that clearly indicates what will be done, how it will be done, who will be involved, the money and materials needed, the time and dates for the completion of each step and the details of when each part will be reviewed; and
•	Prepared a practical mission statement or revisited the present one and made appropriate changes;	•	Determined how each group not on the program will contribute to the plan.

Training Methodology

This is a highly interactive and practical program in which participants will:			
•	This is an encounter with the real issues in an organisation;	•	Through participation and planning participants will come to see how seemingly disparate parts of the organisation play vital roles in determining its future;
•	This brings a far greater general sense of empathy and practical ideas.		

Presenter

Robert Hounsell is a highly experienced training manager who is internationally recognised and is regularly called on by companies like Barclays Bank to conduct training courses in the UK and Africa. He has consulted to many global companies and conducted training programs in Australia and 13 countries across Europe, the Middle East and Africa. Robert is Director of Training with the Applied Innovation Centre.

Duration - Dates - Venue	Fee (including GST)
2 days **The dates would be by mutual agreement with the team** St. Catherine's College 2 Park Road, Nedlands **Free onsite parking**	**$5,500** **Maximum Group = 12 people** **Lunch, morning / afternoon tea included**

Contact the Applied Innovation Centre to Register

Discover it, learn it, practise it, make it your own,
then *do it for real!*

Cancellations

No refunds will be made on cancellations received after 7 days prior to the event.

Privacy Statement

The Applied Innovation Centre respects your right to privacy and will not provide contact details of course participants to third parties.

Results through INNOVATION