

STRATEGIC PLANNING

STRATEGIC PLANNING covers:

- 1) Introduction, Definition, Stages of Strategic Planning
- 2) Defining the Mission
- 3) Determining the Vision
- 4) The Importance of Values to Strategy
- 5) Environmental Analysis
- 6) SF-SWOT Analysis (successes & failures, strengths, weaknesses, opportunities and threats)
- 7) Critical Success Factors
- 8) Culture and Strategic Planning
- 9) Process Improvement
- 10) Measures and Scoreboarding
- 11) Conclusion