

STRATEGIC PLANNING FOR GOVERNMENT ORGANIZATIONS

A 2 or 3-Day Hands-On Workshop

Course Description:

Strategic Planning for Government Organizations is a hands-on workshop designed specifically for those mid- and senior-level managers and executives who must chart their organization's future in a time of massive, high-speed, congressional-level change. This workshop deconstructs conventional wisdom about strategic planning and redefines the steps necessary to build vision, innovation, leadership, and professionalism in government organizations. A highly experienced federal government manager will give you clear, solid, practical advice—and high-level thinking—about what strategic planning is and what it isn't. The most current, up-to-the minute changes in government are discussed, as well as likely future changes, and how to plan for them. You will discuss strategic planning models with an eye toward the pitfalls and fallacies of conventional strategic planning wisdom. Professional processes are developed within the context of the organization and its needs.

Learning Objectives & Topics Covered in this Workshop:

- Define the Strategic Imperatives of the Organization Utilizing a 3-5 Year Planning Horizon
- Identify Key Points of Differentiation to Customers; Stakeholders and Others
- Create a Communications Program for the Organization
- Identify Internal Weaknesses That Will Hinder Strategic Success
- Develop an Implementation Plan That is Focused on Engaging the Entire Organization in Accomplishing the Strategic Objectives

Audience: This workshop is designed for mid- and senior-level managers and executives.

Toolkits:

Each Participant will receive a **Student Handbook** and access to an **Online Toolkit**.

Additional Information

CPE Credits: 13.0-20.0

CEU Credits: 1.1-1.7

Suggested Program

Prerequisites: Strategic Leadership; Problem Solving and Decision Making

Advanced Preparation: None

NASBA Program Level: Advanced

NASBA Field of Study: Business Management and Organization

Delivery Method: Group Live – Classroom

