



ATL Group

Strategic and Business Planning Sessions



Objectives

- Comprehend importance of developing a strategic plan for year 1 through year 5 with a vision and mission statement.
- Review and discuss how to formulate and implement strategic objectives and priorities consistent with the long-term interests of the organization.
- Create an effective organizational action plan to include Specific Measurable Attainable Realistic Timely (SMART) goals, and measurable Key Performance Indicators (KPIs) with a tracking system.

Part I – Planning Process

- **Collect and discuss inputs (past plans, business environment, staff surveys, etc.)**
- **Develop “Vision” statement to motivate individuals in aligning priorities to gain infinite future success**
- **Develop “Mission” statement to clearly articulate business purpose and how “Vision” is accomplished**
- **Identify organizational values, norms, and behaviors**
- **Identify competition, risks and road blocks in developing strategic priorities that will make most amount of progress to accomplish “Vision”**

Course Part II – Strategic Plan

- **Vision/Mission**
- **Goals/Objectives**
- **Strategies**
- **Action Items/Plan**
- **Communication Plan**

Note: Course Length – 1 - 3 Days

