

Course No. MS0790

## Department-level Strategic Planning Training Program

*for Department heads and senior managers involved in the formation and implementation of strategic planning*

### Location, Date & Time

STC Cooper Center  
3201 Pecan Blvd, McAllen, TX  
March 6, 13 and 20, 2018  
(3-day program)  
9AM - 4PM, each day | Earn 1.8 CEUs  
\$799. per participant

### Program Benefits

- Learn in a stepwise fashion
- Get extensive practice
- Get answers to your questions
- Learn alongside peers from other organizations

*“Extremely well organized and a compelling process.” - R. Castillo, BCIC*

### What You Will Cover

- Why plan strategically
- Five steps to strategic planning
- Assessing your readiness
- Managing the planning process
- Assessing your current environment
- Creating (refining) your mission and values statement
- Creating your vision statement
- Establishing strategic goals, objectives and tactics
- Implementing your plan