

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

October 17, 24 and 31, 2017

(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