



# TRAINING WITHIN REACH

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## GUIDE TO EFFECTIVE STRATEGIC PLANNING SEMINAR- WORKSHOP

### OVERVIEW

Strategic Planning is concerned about the overall direction of the business. Inputs to the planning process should be complete. The methodology should be correct to give outputs that will be valuable to achieve the organization's objectives. Poor planning causes chaos in business operation and drags the company to failure in meeting the objectives. This seminar-workshop will prevent haphazard preparations of strategic plans.

### OBJECTIVES

**At the end of the seminar-workshop, the participants would be able to:**

- Improve their approach in strategic planning.
- Make a strategic plan that will be useful in achieving the organization's goals.

### COURSE OUTLINE:

Module 1: STRATEGIC PLANNING AND THE ORGANIZATION'S VISION, MISSION AND CORE VALUES

- Definition and Importance of Strategic Planning Session
- Definition of Vision / Development of Vision Statement
- Definition of Mission / Development of Mission Statement
- Core Values

Workshop 1

Module 2 : SWOT ANALYSIS

- Definition and Usefulness
- Questions to Answer to Determine SWOT
- The SWOT/TOWS Matrix

Workshop 2

Module 3 : THE 7S FRAMEWORK

- Components
- Round Wheels
- Square Wheels

## Workshop 3

### Module 4 : MICHAEL PORTER'S 5 FORCES MODEL

- New Entrants
- Industry Competitors
- Suppliers
- Buyers
- Substitutes

### Module 5 : ENVIRONMENTAL SCANNING – STEEP

- Sociological Factors
- Technological Factors
- Economic Factors
- Ecological Factors
- Political Factors

## Workshop 4

### Module 6 : FLOWCHART OF STRATEGIC PLANNING PROCESS

- Process Flow
- Definition of Objective, Strategy, Measure and Goal

### Module 7 : THE STRUCTURE OF A COMPLETE STRATEGIC PLAN

## Workshop 5

**SEMINAR FEE:** Pay in full 5 days before the seminar and avail our early bird rate of **Php 2,700 per head (Regular rate: Php 3,000 per head)** which will comprise meals during the training, handouts and all necessary materials. We are also offering in-house training and seminars depending on the need of the companies.

#### **TERMS ON PAYMENT:**

- Pay in full 5 days before the seminar and avail our early bird rate of Php 2,700.00 only.
- Payments on the day of the seminar must be on cash basis only.
- Payments made through Checks can only be made through company checks. Personal checks can be accepted provided that it is an advance payment.
- Walk in participants shall pay the regular rate either through cash or check provided that the check is under a BDO account and payable to iLearn professional Solutions Inc. and that the same was declared good.
- Senior /students and/or person with disability, is given a special privilege of 20% discount provided that payment be made any time before 5 days of the scheduled seminar. On site payment of the students and seniors shall be entitled of 10% discount.
- Upon payment, proof must be forwarded through email or fax to 4842342.
- Proof of payments (original deposit slip) shall be required for presentation on the day of the schedule.

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