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**Learning Style:** On Demand

**Technology:**

**Difficulty:** Beginner

**Course Duration:**

## Strategic Planning Skills



### About this course:

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. This series will provide you with the skills for developing a clear understanding of your organization's current and desired state, its operations and market position. Learn

how to develop a mission and vision statement for your company, after gathering the information that influences your business, from operational data to assessing internal and external factors.

The average salary for Strategic Planning Manager is **\$91,202** per year.

## **Course Objective:**

After completing this course, students will have a working understanding of:

- Preparing for the Strategic Planning Process
- Initiating the Strategic Planning Process
- Developing the Strategic Plan
- Executing the Plan

## **Audience:**

This course is intended for:

- Managers with strategic planning responsibility. Although the emphasis is on corporate or organization-wide planning, the tools and techniques covered will have value for business unit or departmental managers.

## **Prerequisites:**

- Basic management skills.

## **Suggested prerequisites courses:**

- [Executive Strategy & Management](#)

## **Course Outline:**

Course Introduction

Lesson 1: Preparing for the Strategic Planning Process

Lesson 2: Initiating the Strategic Planning Process

Lesson 3: Developing the Strategic Plan

Lesson 4: Executing the Plan