



## Strategic Planning

Management planning has been defined as the process of setting and assessing an organization’s goals and then determining a detailed course of action for achieving the goals.

Planning is carried out at all levels—at the operational level, at the level of supervisors and middle managers, and the top management level. The emphasis at each level is different. Inevitably, planning involves choices. You can achieve a given goal by following different alternatives. Which alternative to choose in each situation is at the heart of decision-making.

Strategic planning involves setting goals and a detailed blueprint or course of action to achieve the goals. Planning has different time horizons – daily, weekly, monthly, quarterly, yearly, multi-yearly, and longer time horizons.

This module is designed for managers and junior executives seeking to transition to an organizational leader at the director, chief, vice president, or president levels.

## Outcomes

1. Understand the concept of planning in general and strategic planning in particular.
2. Appreciate the idea of strategy as an emergent process.
3. Comprehend strategic decision-making, challenges, and techniques for improvement.
4. Recognize the role of strategic leadership in achieving goals.
5. Design suitable organizational structures for achieving your stated goals.
6. Understand the role of strategic control systems in achieving your stated goals.

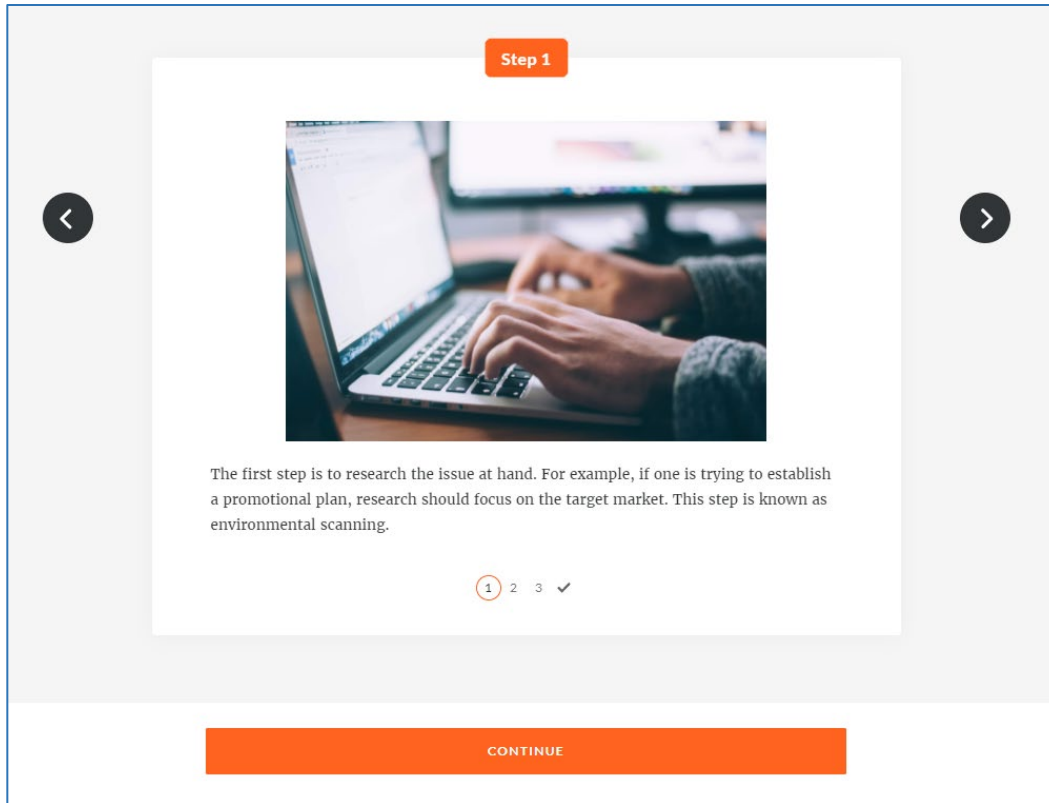
## Recommended Learners

### Higher Education

- Undergraduate students
- Graduate students

### Business, Industry, Nonprofits, & Agencies

- Managers
- Executives
- Business Owners
- Entrepreneurs



*An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.*

**Applications and Best Practices**

**Higher Education**

- ✓ Include the module in an undergraduate course on leadership.
- ✓ Use to develop new or emerging organizational leaders.
- ✓ As an education module within a graduate program that includes leadership.

**Business, Industry, Nonprofits, & Agencies**

- ✓ Use to transition from senior manager to organization leader.
- ✓ Develop newly selected senior leaders.
- ✓ Develop continuous quality improvement skills and abilities.

**Pricing**  
**Module is Approximately 4-6 Learner Hours**

1-100 Learners per Year  
 \$49 per Learner

101-500 Learners per Year  
 \$44 per Learner

500+ Learners per Year  
 \$39 per Learner