

Executive Strategic Planning Seminar

Why Strategic Planning?

Businesses succeed or fail for a variety of reasons. Hard work, persistence, the appeal of innovative products, persuasive marketing, need or customer demand, can all play a part. Some may say luck has a role, Others say it's a matter of being in the right place at the right time. In still other cases, management takes the time to address all the important aspects of ensuring the success of the business. Creating a vision and a strategy is followed by developing a well thought out business plan, which is followed by the implementation of the plan.

Most business executives have some type of vision that they foresee for their companies future. In order to achieve that vision it is necessary for all members of the company to have goals and objectives which are clearly aligned with the companies vision. This is not always an easy task. Managers frequently get tied

up in the "business of doing businesses" on a day to day basis and often do not take the time to plan their future.

Also, competing and conflicting priorities between departments can derail a company's pursuit of its mission and objectives.

The ProCompass Executive Strategic Planning Process



helps business executives align their vision, mission, goals and actions and to communicate their plans to achieve the results they need

Effective Communication is Essential

The seminar incorporates a behavioral assessment to give a more complete understanding of how behavior affects communications. Employees learn how to interact with others and to appreciate others' behavioral

styles within the organization. Increased communication is noticed immediately after the seminar.

Using the techniques contained in this seminar, organizations can immediately open the doors of communication within the entire company.

Goal Setting

Multitudes of studies have demonstrated the importance of setting goals, both individually, organizationally, and nationally.

In order for individuals to set goals for themselves or their organizations, they must first understand themselves and others; their strengths and potential weaknesses, as well as their values and beliefs.

The Strategic Executive Planning Workshop provides essential tools for personal and organizational goal setting.



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