



Strategic Planning Jump-Start™

Overview:

This intensive planning program is intended to help organizations develop a high-level strategic plan. It employs Kerr Consulting Group's proprietary *KCG Strategic Planning Methodology™* that leads a client's planning team in the creation of a solid strategic plan, comprised of:

- Strategic Vision
- Long-range Objectives
- Short-term Business Goals
- 1st-Cut Project Plans
- Prioritized Project Execution Timeline

Unlike other planning vehicles that provide *canned* solutions to client organizations, this program uses information provided by participants to create an actual plan for the enterprise.

Participants:

This program is intended for planning teams comprised of senior management and key staff members. However, if a strategic planning organization already exists within the client firm, those staff members may be appropriate attendees.

Goals of the Program:

- To understand the basic elements of, and to learn a process for, strategic planning;
- To "jump-start" the strategic planning process within a client organization;
- To establish a high-level strategic plan for the enterprise.

Organization of the Program:

This is a three day planning program, as follows:

Day 1:

Context Setting Discussion
Company Overview
Industry Elements
Competition Identification/Assessment
Gen'l Strategy Discussion
Strategic Planning Brainstorming Session
Vision Components Identification
Vision Analysis
What/How Drill-down
Objectives/Goals Identification
Long-range Objectives vs. Short-term Goals Analysis

Day 2:

Project Identification Brainstorming Session
Planning Template Overview
Template Development Exercises
Template Review Exercises
Template Modification/Completion

Day 3:

Project Prioritization Workshop
Strategic Significance vs. Interdependencies Analysis
Timeline Discussion
Project Plotting
Strategic Plan Clean-Up Activities (Keeping It Alive)
Program Wrap-Up (Taking the Next Steps)

To Sum:

The **Strategic Planning Jump-Start™** provides KCG clients with the facilitation and consulting support they need to build and maintain a solid Strategic Plan. For help during plan execution, Kerr Consulting Group also offers on-site consulting services, including project advisory, team facilitation and ongoing plan reviews.