

**The University of Toledo
CENTER FOR CONTINUOUS IMPROVEMENT**

RAPID STRATEGIC PLANNING

Program Overview

With the speed of business increasing every day, it is a challenge to just keep track of customers, suppliers, employees – and the competition. At this pace it seems almost impossible to “step back” and actually *plan* for business growth – yet this periodic planning is what makes the difference between “good” and “great” companies. Planning allows an organization to focus its resources in a more targeted and effective manner. When resources have a laser-like focus, an organization is more likely to hit their critical business targets of quality, customer service, productivity, morale and profits.

Rapid Strategic Planning is a streamlined and systematic approach to creating your own “pocket roadmap” – a roadmap which is practical and flexible, and which takes you to the next level. **RSP** is based on the intuition and creativity of strategic *thinking* rather than the intensive and formalized analysis of rapidly outdated information used in traditional strategic *planning*. The focus is on speed, implementation and learning from results.

Program Outcomes

This hands-on seminar provides the worksheets, guidelines, models and steps for developing, implementing and sustaining your plan for success. Participants will apply the tools and complete an initial “roadmap” during the seminar. Organizations which send two or more participants to this seminar will be best able to immediately apply these tools to their “real world” issues.

Program Objectives

The tools and process of **Rapid Strategic Planning** will allow leaders to better answer questions such as:

- How can my organization be positioned to outperform the competition and provide a superior return on investment in the long run?
- How can I stop trying to be “all things to all people” and focus my resources for the greatest value?
- How will my industry change in the future?
- How can I prepare for potential competitor initiatives?
- How can I provide value to my customers which allows for greater profit margins?
- How can I increase my bargaining power with my suppliers?

If you wish to tailor this program for onsite training at your company, please contact Carrie Herr, Director of CFCl, by calling 419-530-2037 or via email at carrie.herr@utoledo.edu.

Program Agenda

1. Make a formal decision to plan strategically.
2. Identify those who should be involved in the strategic planning process; identify strategic planning team.
3. Identify key stakeholders and their needs.
4. Develop key performance indicators.
5. Identify external trends; opportunities and threats.
6. Identify internal factors critical to success; strengths and weaknesses.
7. Brainstorm potential strategies; evaluate each potential strategy.
8. Develop mission, goals, strategies and objectives.
9. Implement strategies, goals and objectives (using principles of change management).
10. Monitor impact of strategies on key performance indicators and modify as appropriate.

About the Instructor

Donald B. Levitt, Ph.D., is an Adjunct Faculty at The University of Toledo and a President of The New World of Work Network, a national network of executive coaches and management consultants. Dr. Levitt has provided consultation to large corporations, as well as to smaller and mid-size closely-held and family-owned businesses. In addition to corporate consultation, Dr. Levitt has consulted with the American Psychological Association, the National Institute of Occupational Safety and Health, the National Institute of Mental Health, and several state universities. His work has been referenced in such widely read publications as *The Wall Street Journal* and *USA Today*, and was featured on the cover of *HR Magazine*. For two years he shared his enthusiasm for the new world of work in a live television segment entitled *The Changing Workplace* which was broadcast weekly on a local CBS television station. For 8 years Dr. Levitt served as an internal consultant regarding employee and organizational effectiveness at Ford Motor Company, and then served a similar role at Owens Corning for 6 years. Dr. Levitt, a licensed psychologist, is a graduate of the Human Resource Executive Program at the University of Michigan Business School.