Core Competencies Addressed in the Class:

**Leading People**
Practice collaborative development of an organizational vision. Defend and promote the organization’s vision and mission.

**Systemic Integration**
Engage in and promote long-range thinking and planning for your whole organization.

**Objective:**
In a time of tumultuous change, where should the public manager look for guidance and direction in managing her or his department? What should the public manager do to better understand the environment in which his or her department functions? Strategic planning provides both a process and a set of outcomes that helps public managers find the answers to the core questions around organizational identity and direction. In this session you will find out how to construct your department’s strategic plan, how to involve other stakeholders in its development, and how to ensure successful implementation.

**Desired Learning Outcomes:**
After participating in this program, you should be able to:
1. Describe the strategic planning process and its essential components.
2. Describe the role that strategic planning plays in enabling long-term organizational success.
3. Discuss the importance of strategic thinking and its relationship to strategic planning and organizational success.
4. Identify and demonstrate the key elements of the strategic planning process: assessing the present reality, conducting an environmental scan, developing a vision of the future, defining key governing organizational values/beliefs, identifying strategic issues, developing action goals/plans, developing operational plans, and monitoring and revising the plan.
5. Identify common obstacles to effectively operationalizing a strategic plan.
6. Develop a plan for implementing a strategic planning process in their organizations.