

# Creative Strategic Planning

## Wednesday 7th November 2018

### Aims for the day

The purpose of the day is to provide participants with the knowledge and confidence to lead a strategic planning process that is creative, collaborative, realistic in its time requirements and well suited to our uncertain and challenging environment.

### Timetable for the day

In the morning we will focus on learning about and working with three key strategic planning tools. In the afternoon we will explore how to use the insights from working with these tools to create a robust, deliverable strategic plan. All of the sessions will be creative and interactive; participants will be encouraged to work on current business planning issues throughout the day. The timetable is flexible and can be adjusted to reflect participants' interests and issues.

Timing	Session
10.00	Arrival and refreshments
10.15	<b>Welcome:</b> introductions, aims and approach
10.45	<b>Working with Tool 1: Business model canvas</b> An introduction to the tool followed by an opportunity to work with the tool on a current challenge
11.30	<b>Break</b>
11.45	<b>Working with Tools 2 and 3: sustainability matrix and three horizons</b> An introduction to both tools followed by an opportunity to work with the tools on current challenges
13.00	<b>Lunch</b>
13.45	<b>Working with tools:</b> an opportunity to reflect on learning from the morning
14.00	<b>Developing a great business plan</b> Discussion: what makes a good strategic plan Presentation and discussion: using a strategy tree Presentation and discussion: financial planning
15.00	<b>Break</b>
15.15	<b>Planning for uncertainty:</b> scenario planning and sensitivity analysis
15.45	<b>Review session:</b> opportunity for reflection and questions
16.00	<b>Finish</b>

If you have any questions about the course do please get in touch.

Susan J Royce  
[susanjroyce@gmail.com](mailto:susanjroyce@gmail.com) | 07595 879 844