



Strategic Thinking and Planning for Public Managers

When: August 18, 8:30-3:15

Where: Virtual, via Zoom

Strategic planning provides both a process and a set of outcomes that help you find the answers to core questions about organizational identity and direction. Discover how to construct your organization's strategic plan, involve other stakeholders in its development, and ensure successful implementation. This program costs \$225.

By the end of this class, 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.
4. Identify the levels of thinking/ planning/ action in organizations- and assess your own effectiveness at using the right mix of levels.
5. Explore the four phases of the strategic planning process.
6. Discuss the value of conducting a SWOT analysis.
7. Identify common obstacles to effectively operationalizing a strategic plan.

Instructor: Jeff Russell (MS. UW-Madison) is codirector of Russell Consulting, where he helps organizations successfully respond to the challenges of continuous change. He focuses on leadership development, strategic thinking, leading change, understanding and dealing with behavioral styles, and performance management.

Testimonials:

"I really appreciated how Jeff set up the class... regular reflection and time to apply what we learned to ourselves/ next steps/ take aways."

"I greatly appreciated the strong emphasis on the differences between strategic thinking and planning!"

Register at: <https://localgovernment.extension.wisc.edu/cpm-public-courses/>



Local
Government
Education