

Strategic Business Planning

If you don't know where you're going, how will you get there??

Program description:

Learn tools every manager and small business owner should know about strategic planning. This workshop is designed to be an introduction to or as a refresher of basic planning skills for managers.

Owners, managers and supervisors, regardless of their specialty, need to have a good understanding of strategic concepts and planning to enable them to make better decisions.

Program objectives:

This course is designed for those with little or no formal strategic planning. Learn tools to:

- ✓ Create the structure for a business plan
- ✓ Analyze business elements
- ✓ Set business goals
- ✓ Plan successfully

Target Audience:

- ✓ Key decision makers
- ✓ Small to medium sized business owners