



Professional Development Workshops

Expand your skills, invest in your team!

Intentional Process for Strategic Planning

Date & Time: Thursday, October 24, 2019, 8:30am-12:30pm **Cost:** \$165

Location: Higher Education Center, Medford Rm 129B

Description: Being innovative to grow your business is great, but you need a plan. You need to know the right questions to ask and in what order. Developing a strategy helps you look at key questions to be prepared for the changing world. In this workshop, we will step through about a dozen critical questions, which you will apply to your specific business or breakthrough ideas. This will be hands on so you can bring your answers back to your company or organization. We'll be looking for the red flags as well as the golden opportunities. You will come away with the beginnings of a business plan/strategic plan that you can take home and flesh out.

Strategic planning is more art than science. Yes, there is a *process*, but there's also a lot of jumping around and revisiting. Getting it in *writing* is key...then you can keep your eye on the ball, measure your progress, and deliberately pivot if needed (and it very often is!); versus just sliding along and hoping for the best.

It is highly recommended that *more than one person* from each company or entity attend the workshop together.

Why would you want to go to this workshop?

- You have a great idea, and you'd like to figure out if it will fly;
- Your business is muddling along, but you've never really developed a satisfactory strategic plan, especially how to *grow* your business;
- You are at a crossroads, you need some new ideas, but you keep coming up empty; this workshop can provide a little stimulation and triangulation.

Learning Concepts:

- The basic *elements* of a strategic plan
- The basic *process* of strategic planning
- An introduction to the Porter model: who keeps the profits
- When to plan, and when to "just do it" and see what you learn
- How to incorporate multiple viewpoints into a planning document
- How the elements of the plan affect each other





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About the Presenter: John Lamy has fifteen years of experience as a management consultant for technology firms around the globe, following a long history in research & development engineering management for Silicon Valley companies. John moved to Jacksonville in 2005 and more recently has enjoyed contributing his expertise to his adopted community. John and his wife like to sail, bike, kayak, ski, and spend time with their amazing grandson. John holds a B.S. from MIT and MBA from Cornell.

Go to sou.edu/professional to register!

