



STRATEGIC PLANNING

About the Programme

Most strategic plans fail for the same four reasons:

1. Lack of a systems perspective.
2. Lack of a focus on a shared strategic principle.
3. Lack of empowerment due to unclear decisions.
4. Lack of feedback loops due to fuzzy goals.

Thankfully, these skills can be taught. The focus of this one-day training programme is to equip leaders to facilitate the strategic planning process within their own organisation and teams.

Objectives

At the end of this programme, participants will be able to:

1. Apply systems thinking to strategic planning.
2. Identify strategic leverage points for systemic change.
3. Analyse the current situation using a Force-Field Model.
4. Discern the four reasons leaders make bad decisions.
5. Apply “bullets vs. canons” strategy to major decisions to minimise risk.



About Us

MDN Fusion is a global Leadership Development and Assessment consultancy with a passion for developing people to their full potential. Our development solutions enable people to build the right attitudes and practical skills to be enduringly successful.

Our consultant, Tim Brown, has extensive experience of helping blue-chip organisations working through the strategic thinking and planning process. After a career in the Royal Navy, Tim has worked in a number of roles, including as a management consultant for IBM. He has a passion for seeing leaders and organisations grow to their full potential.

All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved. - Sun Tzu



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