

Grow your career.  
Level up for the future.

# Strategic Business Planning

Use the system of 8 strategies found in every for-profit, non-profit, and public sector organization to produce superior strategy decisions and implementation.



**Schulich**  
School of Business  
Executive Education

**YORK U**



# Strategic Business Planning

All leaders can benefit from world-class planning techniques. This three-day strategic management program uses workshops and strategy case studies to allow a "hands-on" experience. You will learn to develop the key components of the strategic management system: the situation analysis, the strategic plan and the business plan.

**Grow your career.**

**Level up for the future.**



3-day program



Book this program [online](#)





# Strategic Business Planning

Learn how a strategic plan and a business plan are put together

This three-day program uses a highly interactive model of strategy, strategy simulations, workshops, case studies, and group discussion to allow a 'hands-on' experience with developing the Situation Analysis, the Strategic Plan and the Business Plan. Participants will receive a comprehensive collection of planning templates as well as examples of a completed Situation Analysis Report, Strategic Plan and a Business Plan.



3-day program



Book this program [online](#)



# Program Highlights



## 3 Days of Study

Rich learnings in just 3 days of study



## Transferrable Skills

Quality learning that will be applicable to future planning efforts



## Case Studies

Apply your knowledge through workshops and strategy case studies to allow a "hands-on" experience



## Digital Badge

Receive an authentic digital badge from Canada's #1 business school



# Program Faculty

Alan is a recognized expert and consultant on strategy planning and communication, having taught thousands of managers since 1992. He is the author of *The Alpha Strategies, Understanding Strategy, Risk, and Values in Any Organization*. Alan is a lawyer by training and was Senior Vice President-General Counsel and a board member for Oxford Development Group and for Campeau Corporation. Alan has extensive governance experience.



**Alan Kennedy**

BA, LLB, FCMC



**A relevant and methodical approach to the secrets of strategic thinking and management.**

**D. Smith**

Medical Imaging Manager, Huron Perth Health Alliance

**A complex area of study was presented in plain language and an easy-to-follow format. I left with real tools to employ in any work environment now and into the future.**

**T. Zach**

Director, Communications, Ontario Ministry of Labour



# Program Content



## Day 1: Situation Analysis

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- Defining Strategy
- Building the 8 Strategy Model
- Strategy Model Simulations
- The Situation Analysis Process
- Preparing for Planning
- Studying Current Strategy
- Identifying External Factors
- Preparing the Situation Analysis

## Day 2: The Strategic Plan

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- The Strategic Planning Process
- Identifying External Factors
- Connecting External Factors to the Strategy
- Model
- Developing Strategic Issues
- Developing Scenarios
- Choosing Strategies
- Testing Strategy Choices
- Preparing The Strategic Plan

# Program Content



## Day 3: The Business Plan

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- The Business Planning Process
- Identifying Imposed Expectations
- Prioritizing Expectations
- Converting Expectations to SMART Objectives
- Mapping Strategy Implementation
- Preparing the Business Plan



# Who Will Benefit



## Managers

Mid-career leaders preparing for a more senior role will develop a robust process for strategic business planning and more compelling ways to present strategies to stakeholders.



## Business Owners

Strengthen your yearslong roadmap and take your business to the next level with practical strategic planning techniques that get investors excited about your goals.

# Completion Benefits



## Advanced

Shows that you're able to apply knowledge at a strategic, organizational level.

After completing the Strategic Business Planning program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



18 PMI-PDU. Successful completion of this program will earn PMI® Members, in good standing, Education PDU's in alignment with the PMI Talent Triangle. If this applies to you, you will receive a PDU Claim Code at the conclusion of your program. For more information on how to earn your PDU's, we recommend logging into your Continuing Certification Renewal System (CCRS) to report PDU's and view your certification records. Following this, if you require additional assistance, please contact PMI Support directly.



21 HRP-CPD Hours. This program has been approved for CDP hours under Section A of the Continuing Professional Development (CPD) Log of the Human Resource Professionals Association (HRPA). Be sure to note the program ID number on your CPD log. For more information about certification or continuing professional development, visit the HRPA website at [www.hrpa.ca/hrdesignations\\_/Pages/Continuing-Professional-Development.aspx](http://www.hrpa.ca/hrdesignations_/Pages/Continuing-Professional-Development.aspx)

# Why a Certificate at **Schulich ExecEd?**

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.



# About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short programs that build an individual business' skill and have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy







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