  

**BRAZOS VALLEY SHRM**

**Train the Trainer: Strategic Planning Workshop
March 27, 2018 :: Bryan, TX**

**AGENDA**

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| **8:30 – 8:45 AM** | **Welcome / Introductions** | **Kris Lorch**, SHRM-CP, PHR |
| **8:45 – 9:00 AM** | **Introduction to Strategic Planning**  What is Strategic Planning and Why Plan Strategic Planning Life Cycle | **Sherry Johnson,** SHRM-SCP, CAE |
| **9:00 – 11:00 AM** | **Strategic Planning Life Cycle – CLARIFY**  Mission & Vision Statements**GROUP ACTIVITY:**  BVSHRM’s Mission & Vision Statements | **Sherry Johnson,** SHRM-SCP, CAE**All** |
| **11:00 – 11:30 AM** | **Strategic Planning Life Cycle – CLARIFY**  Environmental Scanning and Analysis (Highs/Lows) **GROUP ACTIVITY:** Highs/Lows Analysis | **Sherry Johnson,** SHRM-SCP, CAE**All** |
| **11:30 AM – 12:00 PM** | **Lunch / Networking** | **All** |
| **12:00 - 1:30 PM** | **Strategic Planning Life Cycle – CLARIFY** Gap Analysis & SWOT Analysis **GROUP ACTIVITIES:**Gap Analysis SWOT Analysis | **Sherry Johnson,** SHRM-SCP, CAE**All** |
| **1:30 – 3:00 PM** | **Strategic Planning Life Cycle – PLAN**  Primary Objectives, SMART Goals, and Action Planning**GROUP ACTIVITIES:** Determine Primary Objectives  Develop SMART Goals Develop Action Plans | **Sherry Johnson,** SHRM-SCP, CAE**All** |
| **3:00 – 3:15 PM** | **Strategic Planning Life Cycle – PLAN**  Strategic Budgeting  | **Sherry Johnson,** SHRM-SCP, CAE |
| **3:15 – 3:50 PM** | **Strategic Planning Life Cycle – EXECUTE & EVALUATE** Execution & Evaluation Plans**GROUP ACTIVITIES:** Develop Execution & Evaluation Plans | **Sherry Johnson,** SHRM-SCP, CAE**All** |
| **3:50 – 4:00 PM** | **Wrap-up / Closing Remarks** | **Kris Lorch**, SHRM-CP, PHR |
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**WORKSHOP OBJECTIVES**

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| * Discuss the value of Strategic Planning
* Walk through the Strategic Planning Life Cycle
* Facilitate activities to write clear Mission and Vision Statements
* Facilitate activities to identify Primary Objectives
 | * Facilitate activities to develop SMART Goals
* Facilitate activities to develop Action Plans
* Discuss the fundamentals of Strategic Budgeting
* Discuss execution of the Strategic Plan
* Discuss evaluation of the Strategic Plan
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