    
  
**BRAZOS VALLEY SHRM**

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

**AGENDA**

|  |  |  |
| --- | --- | --- |
| **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 |
|  |  |  |

**WORKSHOP OBJECTIVES**

|  |  |
| --- | --- |
| * 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 |