



Developing Vision, Mission and Goals

In today's ever-changing business environment, leaders must use visionary thinking to develop appropriate goals and strategies for their companies. They must examine how their organizational processes and human resources can work together with a unified focus to guarantee responsiveness in a competitive global environment. Innovative and proactive planning must achieve close coordination throughout the organization in order to retain a sustainable competitive advantage.

Seminar Objectives:

To examine concepts and analytical skills required to diagnose today's competitive business environment. Participants will learn how to determine and coordinate corporate, divisional and departmental action plans that focus on the vision, and how to build in the flexibility needed to remain adaptable and responsive on demand.

Topics:

- ◆ Understanding your organization's current culture and structure
- ◆ Managing change: overcoming resistance and creating a climate for planning
- ◆ How corporate culture/management attitudes affect planning and success
- ◆ Reducing, restructuring, re-engineering
- ◆ Leadership skill sets needed for today's organizations
- ◆ Visionary thinking: proactive management of the forces of change
- ◆ Assessing the impact of global competition
- ◆ Conducting an analysis of the competition, customer demographics and opportunities
- ◆ Discerning existing attitudes, beliefs, knowledge and commitment of employees
- ◆ Clarifying your organization's strengths and weaknesses
- ◆ Working with a vision in a team atmosphere: delegation, group goals and priorities
- ◆ Articulating the vision through the organization: building enthusiasm and commitment
- ◆ Defining the corporate mission and tangible, collaborative goals to achieve it
- ◆ Action planning: involving employees at every level in the organization
- ◆ Effective techniques for developing and achieving short-term and long-term goals
- ◆ Identifying Key Result Areas and defining performance expectations
- ◆ Focusing key resources and aligning the action plan to the core vision and mission
- ◆ Developing a system for measuring performance against the action plan
- ◆ Linking front-line employees to the core mission: training in superior customer service
- ◆ Establishing rules, roles and responsibilities towards goal-achievement
- ◆ Applying creative thinking, problem-solving, and decision-making techniques
- ◆ Helping employees accept the changes and manage potential indicators of stress
- ◆ Keeping employees empowered and motivated toward the vision