

---

## HOW DO YOU KNOW IF YOU HAVE AN EFFECTIVE STRATEGIC PLANNING PROCESS?

(One to four hours workshop)

---

The strategic planning process is one of the least understood concepts in all kinds of organizations. There is no common understanding of what a strategic planning process consists of. Adding to the confusion, there is a variety and large range of consultants who offer strategic planning consulting services. Each consultant provides an approach to the strategic planning process that is based on his or her capabilities, training and experience. On the other hand, most executives have been through at best, only a few different types of planning processes. It is possible that they may have never seen an outstanding existing approach to the process. This situation tends to prevent managers from having very clear expectations of what an effective planning process should do and makes it difficult for them to accurately evaluate their strategic planning process. Having a good process is essential for the strategic effectiveness of an organization because it determines the quality of the strategic decisions and actions.



Luis G. Flores, PhD.

**Definition.** In this workshop, we view the Strategic Planning Process as the sequential set of necessary activities that an organization undertakes to formulate and implement powerful strategic plans. This includes the following:

- Identification, partitioning and sequencing of the strategic planning activities
- Timing and duration of the activities
- Organization, methodologies and facilitation to be used in those activities
- Selection of the actors and their roles
- Coordination and communication with other relevant organizational parts or outside organizations
- The kind of information needed and the mechanisms to support the effort and to do the follow up and control

**Topic.** The Strategic Planning Process should not only produce strategic plan, it should produce changes in a variety of organizational variables that can have an impact on the quality of the produced plan, the likelihood of a successful implementation and in many other organizational characteristics such as attitudes, systems and processes and in the general culture of the organization. We will focus on the discussion of these variables, the interaction of the strategic planning process with other organizational processes and the characteristics that a strategic planning process requires in order to generate all the benefits that it can produce. Some of the expected benefits of a good process are: Strong sense of purpose, Sharp management focus, Out of the box thinking, Enthusiasm/Self-confidence, Deep commitment, Teaming and moving forward, Generation of synergy, Generation of learning, Helping with problem solving, Providing coordination and clarity, Producing winning strategies and Superb implementation

**Workshop leader.** Dr. Luis G. Flores is a respected international authority in the areas of strategic planning and corporate management. He is an Emeritus professor and strategic management consultant. He has guided Fortune 500 corporations and smaller organizations through their strategic planning efforts, helping managers break paradigms, strengthen leadership, develop teamwork and create effective channels of communication. He has worked with Hamilton Life, Honeywell, Household International and other national and international enterprises across the world. Dr. Flores holds a Ph.D. from Texas Tech University in the areas of management, finance and marketing as well as an M.B.A. He has taught business management at the college level since 1971, including more than 25 years as a professor of management in both the undergraduate and MBA programs at Northern Illinois University. Dr. Flores is the author of numerous studies, reports and articles and is credited for breakthroughs in strategic planning processes, change management methodology and problem solving. Dr. Flores combines years of doctoral research on business practices with hands on application in Fortune 500, medium size companies, and not-for profit organizations. His signature process, Transformative Strategic Planning, has delivered powerful transformative results that integrate the strategic planning process deep into the culture of an organization.

---

**About SEI Group.** Strategic Effort Integration Group (SEI) was founded by Dr. Luis G Flores and is a team of associates with extensive applied business, consulting, and academic backgrounds that span all areas of business. Our focus is on providing methodology and coaching to enable your management team to formulate and implement effective strategies and to solve strategic problems.