

The Positive Culture Company (est. in 1998)

Email: laurie@positiveculture.ca

Phone: 1-877-526-1616 (toll free in Alberta)

STRATEGIC PLANNING WORKSHOP OVERVIEW

- a graphically facilitated, 2-day workshop by: Rob and Laurie Benn, Co-Graphic Facilitators



Workshop duration: approx. 12 hrs (usually spread out over 2 days)
(order and activities will vary – to best meet Client needs)

*Strategic Planning- guides the organization into the future – defines the 'bigger picture' and identifies strategic priorities/ actions towards achieving the Vision of the Organization as it moves forward in time. (Most groups we work with like to Vision ten to twenty years out and then strategic plan for 3-5 years into the future).

Day One: (approx. 6 hrs)

(Order and activities will vary to best meet Client needs and may include other components)

- a) **Strategic Planning Graphic** to help set the stage about the important work to be undertaken
- b) **Celebrate Successes** (if applicable) – often based on previous goals
- c) Bring forward any recently completed **Stakeholder Input** for consideration (if applicable)
- d) **Enviro Scan** – a facilitated activity to help participants bring forward trends and other factors currently affecting or influencing the 'bigger picture' of the organization's work
- e) **Define Values, Vision, Mission together** – facilitated activities to help group come to consensus of shared values (*important for working together*), to articulate shared Vision elements the organization will work towards, and to generate a Mission statement or Statement of Intent

Please visit our website to see testimonials.

www.positiveculture.ca

Day Two: (approx. 6 hrs)

(Order and activities will vary – to best meet Client needs)

- a) **Brief Review of yesterday's work** – finish up any unfinished components
- b) **COGS** – a facilitated activity designed to bring forward the current challenges, opportunities, gaps and strengths associated with striving to meet the Vision – graphically recorded in a large, colorful mural format
- c) **Consensus of Strategic Areas for Action** – through a graphically facilitated conversation activity, participants come to consensus of strategic directions and/or action areas over the next 3 to 5 years
- d) **Consensus of Priorities**
- e) **Consensus of 'Success Factors'** – through a facilitated process, participants work together to determine what success will look like
- f) **Wrap Up, Next Steps from today & Evaluations**

Follow-up Report

Within 10 business days of your strategic planning session, you will receive a visually stimulating summary report of the workshop's activities and outcomes by email. This will then be followed by a customized CD Rom containing: the report, digital pictures of all graphic recording charts generated during the workshop processes and a library of great shots captured during the session of participants working together.

www.positiveculture.ca