

The Strategic Facilitator

Aligning Around Vision and Plans

The Strategic Facilitator is a highly participative course on how to facilitate a team, business unit, or organization through strategic planning. The process of strategic planning is one of clarifying why you exist as a group or organization, assessing your current situation, describing your desired future state, establishing the strategies that will propel you forward, and determining how you'll know if you've succeeded.

Learning Objectives

A competency of strategic leaders is to guide the direction-setting process for their organization or group.

You will be able to:

- Understand the full framework of strategic planning, including how to prepare for the journey
- Analyze the anticipated trends and changes in the external environment
- Assess internal strengths, problems, resources and unique core competencies
- Articulate a bold consensus vision of the desired future
- Identify underlying obstacles and barriers and the critical success factors to inform and establish specific strategies and broad directions
- Plan for the steps to translate vision into result
- Ensure commitment to clear strategic priorities and deliverables



“Great value and time well spent! The course content was timely and relevant. We worked through very practical applications and methods for how to facilitate an engaging strategic planning process. Everyone in our organization in a leadership role would benefit from this course.” – LL

Ideal for

Meeting leaders seeking to facilitate productive, positive and aligning strategic planning meetings, change initiatives and strategy development, including executives, managers, department and team leaders, internal consultants and change agents. Note: The successful design and facilitation of strategic planning requires a solid understanding of the fundamentals of guiding groups through complex processes. Participants intending to lead strategic planning should either have: 1) completed **The Confident Facilitator** and **The Agile Facilitator**, or 2) be able to call upon a resource person with the required competencies to design/facilitate the process on their behalf.

Benefits

You will understand the full framework of strategic planning and have a variety of facilitation options for each major stage. You will take away an overview of the preparation steps for the planning journey and the commitment steps at the end, to translate the vision and strategy into results. After the facilitation of your next strategic planning process, your participants will say, "You led us through a series of engaging learning conversations and focused exercises around key questions that helped us to clarify and align our future vision and direction. You were able to guide our thinking step by step through complex strategic issues in a timely and focused fashion, and to tap the collective knowledge and experience of everyone, to ensure broad ownership and commitment to our new plan."

"Anyone involved in strategic planning should take this course, including CEOs and VPs! We gained insights into parts of the process that we may be missing in our organization. The theory and detailed materials were excellent, and the case study was engaging and fun! The course models the full engagement and participation that it takes to create alignment of everyone in the room to new strategic directions."
- PM

Course Focus

Strategic planning bridges the past and present to reach the desired future through five broad stages. Participants learn theoretical concepts and frameworks to design and facilitate engaging and focused group processes appropriate to each stage of strategic planning. Concepts and facilitation methods are applied to a case study, followed by insightful discussions and debriefing in a collegial learning environment.

Sample Agenda Topics:

- *Hindsight* about the organization's past and its underlying philosophy
- *Insight* into the present and anticipated future context
- *Aspiration* around a shared vision of the preferred future
- *Foresight* regarding the specific roadmap to achieve the vision
- *Commitment* to communicate, implement and achieve desired results
- *Preparing* for the planning journey in your organization

About Us

At Masterful Facilitation Institute, we support your journey to Great Meetings. We build your skill and boost your confidence so you can design and facilitate effective meetings, every time, for any purpose. Every course we teach is grounded in decades of professional facilitation practice and adult education. Our goal is to ensure the highest levels of understanding, retention and transferability, in a safe, inspiring and gracious learning environment.

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