



## Module One – Introduction

- Course navigation
- Course guide
- Explanation of course resources
- Course objectives
- Getting started in strategic planning
- What is a strategic plan?
- Strategic plans are not...
- Resource: Defining strategic plans
- Quiz
- Review of module one

## Module Two – Purpose of strategic planning

- Introduction to module two
- The purpose of strategic planning
- When to do strategic planning (2 screens)
- Quiz
- Who should be involved?
- Resource: Who should be involved?
- Quiz
- Review module two

## Module Three - Elements of a strategic plan

- Introduction to module three
- Vision and mission statements
- Resource: Sample mission and vision statements
- Goals and objectives – Goals
- Objectives
- Quiz
- Measurable outcomes – Quantitative measures
- Qualitative measures
- Resource: Measurable outcomes
- Quiz
- Research results
- Environmental scan
- Resource: Environmental scan
- Strategies and activities
- Evaluation
- Quiz
- Review of module three

## Module Four – The strategic planning process

- Introduction to module four
- Who's in charge?
- Experts and facilitators – Experts
- Facilitators
- Resource: Finding and using facilitators
- Preparing for your planning meeting
- Quiz
- Planning meeting
- The ground rules
- Quiz
- Conducting the meeting
- Resource: Sample agenda
- Taking notes
- Resource: Note-taking hints
- Quiz
- Writing the plan
- Resource: Sample plan outline
- Strategic planning report
- Resource: Sample report
- Quiz
- Revising the plan
- Monitoring and implementation
- Quiz (x2)
- Review of module four

## Module Five – Planning tools and techniques

- Introduction to module five
- Purpose of tools and techniques
- Popular tools and techniques
- SWOT analysis
- Resource: SWOT analysis
- Appreciative inquiry
- Resource: Appreciative inquiry
- Scenario planning
- Resource: Scenario planning
- Gap analysis
- Resource: Gap analysis
- Quiz
- Review of module five

## Module Five – Review

- Course review
- Additional references
- Wrap-up