

Course overview

Strategic Planning and Performance Measurement (HF396)



This course is designed to help participants understand the concepts and theory behind strategic planning and performance measurement. Participants have opportunities to practice key skills associated with strategic planning, including developing a meaningful mission statement, identifying members of a cohesive planning team, performing a Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis to determine strategic implications and to formulate goals, developing goals and objectives, and measuring the success of strategic planning.

Audience

- This course is intended for managers and other professionals interested in measuring, reporting and improving organizational, program, or work unit strategic planning and performance

Prerequisites

- None

Course Objective

Learn how to:

- Assess how strategic planning impacts the organization and the individual
- Set customer-focused performance goals and objectives
- Create or select measurable program outcomes to meet objectives at the organization, program or unit level
- Improve accountability, decision-making, and resource allocation processes in their organization
- Distinguish between viable measures and surrogates that waste organizational time
- Use proven, practical approaches for dealing with hard-to-measure outcomes
- Align appropriate measures with their unit's mission, goals, and objectives
- Report their findings and gain the support of key decision makers

Benefits to You

Develop specific competencies in:

- Continual learning
- External awareness
- Service motivation
- Strategic Thinking
- Accountability
- Customer Service
- Financial Management
- Partnering

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Course Title: Strategic Planning and Performance Measurement

HP Product Number: HF396

Category/Subcategory: Business Leadership / Business Leadership

Course Length: 2 days

Level: Intermediate Level of Proficiency

Delivery Language: Varies by country

To Order: You can order this course online at <http://www.hp.com/learn>. At the site, select a country, then choose "registration" or "Book a course" and fill out the online registration form.

Next Steps: Balanced Scorecard (HF392) or other Business Leadership courses

Detailed Course Outline

Day 1

Strategic Planning

- What is strategic planning?
- Characteristics of effective strategic plans
- Why is strategic planning important?
- Aspects and models for strategic planning
- Five basic steps in strategic planning
- SWOT analysis
- Problems in implementation
- Tips for success

Overview of Performance Measurement

- What is performance measurement?
- Historical perspective of performance measurement
- Why performance measurement is important
- Potential barriers

Key Performance Measurement Concepts

- Hierarchical linking
- Mission
- Core values
- Strategic goals
- Performance measures
- Budget

Day 2

The Language of Performance Measurement

- Customer and stakeholder identification
- Goal statements
- Types of indicators (input, output, efficiency, outcome, service quality)
- Performance measures
- The “right” measures

Collecting, Analyzing, and Reporting Performance Information

- Data collection methodologies
- Data analysis techniques
- Reporting results

Case Study

- Setting up the performance measurement team
- Identifying the stakeholders and customers
- Developing goals and measures
- Focusing on the “vital few”
- Collecting and analyzing data
- Reporting recommendations

Participants will develop a personal action plan and apply learned skills in the workplace

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