



BECOME A SUBJECT MATTER EXPERT IN STRATEGIC PLANNING

The Certified Strategic Planning (CSP) Certification Training Program gives participants hands-on experience applying strategic management tools and processes to real business situations.

The program covers material from two proven Strategic Planning Books – *Team-Based Strategic Planning* and *Simplified Strategic Planning* and the [Strategy in Motion toolkit](#).

HOW DO I BECOME CERTIFIED A STRATEGIC PLANNER?

There are three steps to becoming certified by Partners In Change:

- Candidates must complete the two-day on-site training program, including review of the full two-day agenda (see below).
- Participants must complete an CSP Certification Checklist.
- Participants must submit strategic management tools for review in 1:1 certification session with Darcy Bien, CSP instructor.

After completing all three steps, participants will receive an official CSP Certificate and information about joining our strategic roundtable - best practice sharing sessions by invitation only.

WHAT IS THE CONTENT?

The certification program qualifies for continuing education credits. Each participant receives two books, numerous articles, over 200 PowerPoint slides and the [Strategy in Motion tool kit](#). The workshop content is delivered by Darcy using an interactive, hands on approach. Cases and real client experiences will be shared to improve understanding of the material.

TWO-DAY AGENDA

Day 1: Pre-Plan (Data-Gathering)

- Strategic Planning Overview
 - Strategic Planning Process Baldrige™ Scorecard
 - Strategic Planning Examples
 - Current Strategic Planning Process Flowchart
- Strategic Analysis
 - Strategic Audit
 - Stakeholder Objectives
- Internal Analysis
 - Strategic Surveys
 - Key Customer Surveys
 - Pareto Rule
 - Business Segmentation
- External Analysis
 - Market Segment Analysis
 - PEST Tool
 - 5 Forces Tool and 7 Factor Analysis
 - Competitor Analysis

Day 2: Plan Development

- Vision Framework
 - Personal Vision
 - Mission, Vision, Core Values
- SWOT
 - Internal - Competitive Strengths and Weaknesses
 - External - Marketplace Opportunities and Threats
- Developing a Competitive Strategy
 - Strategic Focus
 - Strategic Choices
- Critical Success Factors/Priorities
 - Outcomes as Standards of Performance
 - Key Initiatives and Action Plans
 - Consensus / Barriers / Challenges
- Implementation
 - Resource Allocation
 - Communication
 - Monitoring Process

PROGRAM COSTS:

The cost of public tuition is \$1,999 (\$1,749 register by February 6) and includes:

- Instruction, case studies, and hands-on exercises to gain a deep understanding of Strategic Management
- ISP Certification Certificate
- Single User license for the ISP electronic [tool kit](#) (Excel and Word files)
- Helpful strategic management articles and over 200 PowerPoint slides
- One-on-one coaching for 60 days after coursework is complete
- Satisfaction Guaranteed!

CSP Session Dates

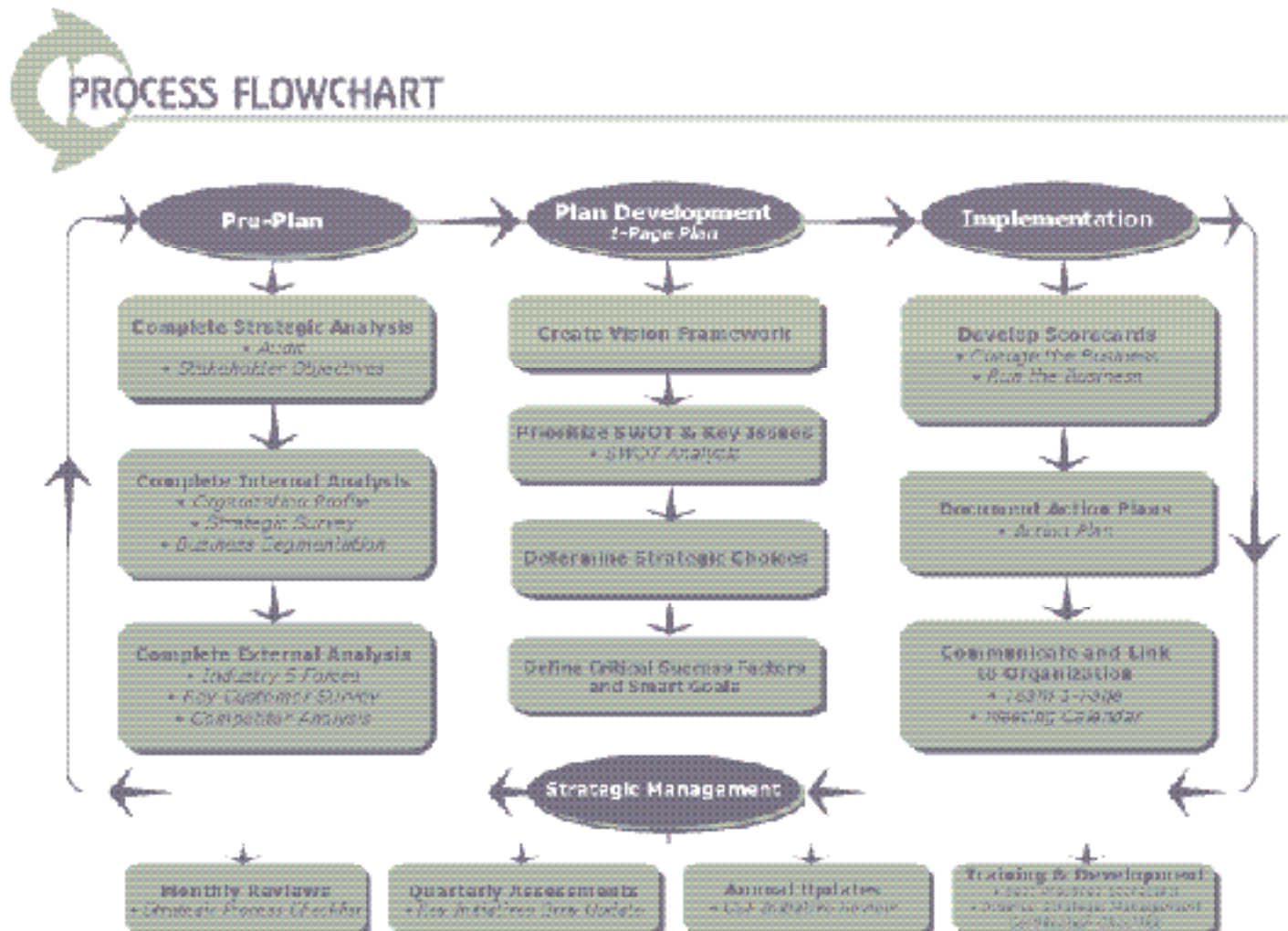
March 5 & 6

9:00 am - 2:30 pm

Private sessions are available and can be scheduled by [contacting Darcy at Partners in Change](#).

WHAT DOES IT MEAN TO BE A CERTIFIED STRATEGIC PLANNER?

Participants in the program will understand the fundamentals to managing a comprehensive strategic planning process and implementation as outlined below:



Strategy in motion