



The duMonde Group Pty Ltd ("duMonde") is a specialist Training and Business Consulting firm that has a strong pedigree of working with Government & Industry to enhance productivity and overall market competitiveness. We are now established as a market-leading provider of highly-valued, Strategy, Sales & Marketing related professional services across multiple sectors of the Australian market.

Our **Successful Strategic Planning** workshop is unique and practical workshop focused on providing Small-and-Medium sized Enterprises (SMEs) with a comprehensive guide on strategy management from visioning through to business plan execution. This workshop is designed to help your organisation achieve sustainable success in an ever changing and competitive Australian and global marketplace. It aims to equip key decision-makers with practical tools and techniques needed to plan for the organisation's future, build short and long-term value and deliver strategic outcomes.

Topics Covered:

1.0 Introduction: 5-Stage Planning Process

Introduction of a simple yet effective process designed to assist SME's to be more effective in the development and ongoing implementation of valid Strategic Plans.

2.0 Situational Analysis

Understanding the environment in which you operate and using this information to gain a better understanding of the external environment in which you operate (regional, industry, consumer and social environment) and internal working of your business.

3.0 Direction

Applying structured strategic thinking and frameworks into this process at the Direction Setting phase through clearly articulated Vision, Mission, Goals and Objectives.

4.0 Alignment

Alignment of strategic goals, business model and processes with the company culture, core values and individual performance targets.

5.0 Execution

Understand how to successfully implement your strategy, something that many SMEs find difficult to achieve.

6.0 Evaluation

Know effective ways of tracking and monitoring the implementation and continuous improvement of your strategic planning process.

Course Objectives



At the end of this workshop, the participants will be able to:

- > Better understand the concept of Strategy and the value it can bring to your organisation.
- > Have access to a simple and practical 5-Stage Strategic Planning process which you can implement in your organisation.
- > Use strategy analysis tools to make key decisions at each step of the Strategic Planning process
- > Focus on identifying WHAT strategy your firm should pursue.
- > Focus on identifying HOW your firm should go about adopting and executing a given strategy.