

CoGrammar

Welcome to this session:
Lecture:
Strategic Planning

The session will start shortly...

Any Questions?
Drop them in the questions section.



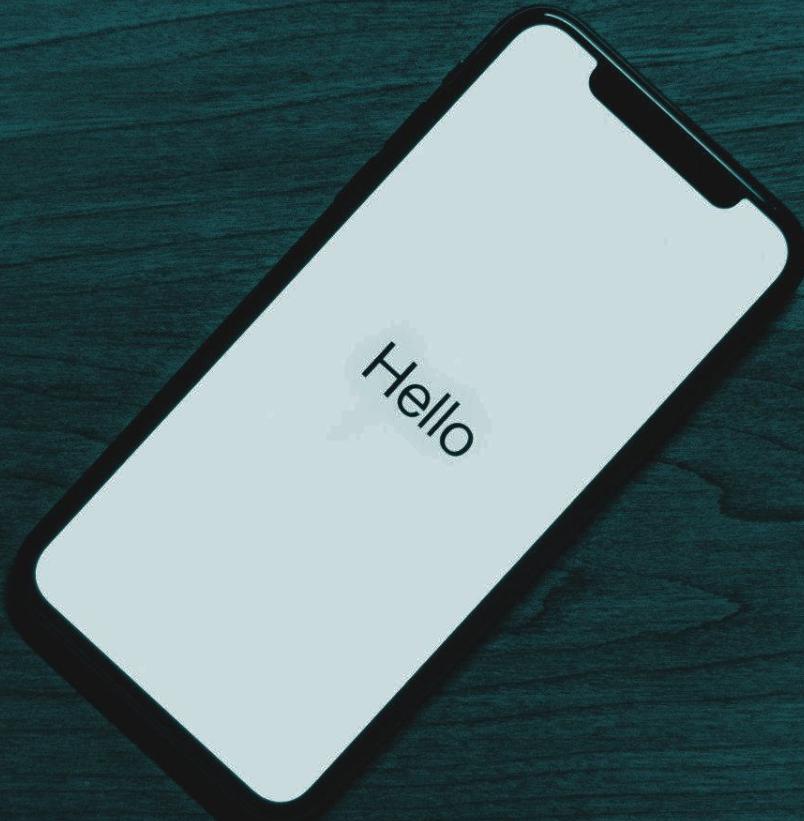


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Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

**Scan to report a
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or email the Designated
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Ian Wyles
safeguarding@hyperiondev.com

Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

Housekeeping

Photo by [Glenn Carstens-Peters](#) on [Unsplash](#)

Leadership & Management Live Lectures – Housekeeping

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.

Leadership & Management Live Lectures – Housekeeping

- Activating **live captions** in your browser's accessibility settings is a helpful option for better understanding, especially for those with hearing impairments or challenges with accents.
- For all **non-academic questions**, please submit a query:
www.hyperiondev.com/support
- Report a safeguarding incident: **www.hyperiondev.com/safeguardreporting**
- Should you have any further questions or want to provide us with feedback, please feel free to post them **here**.
- **GitHub Link to access L&M Presentation Slides.**

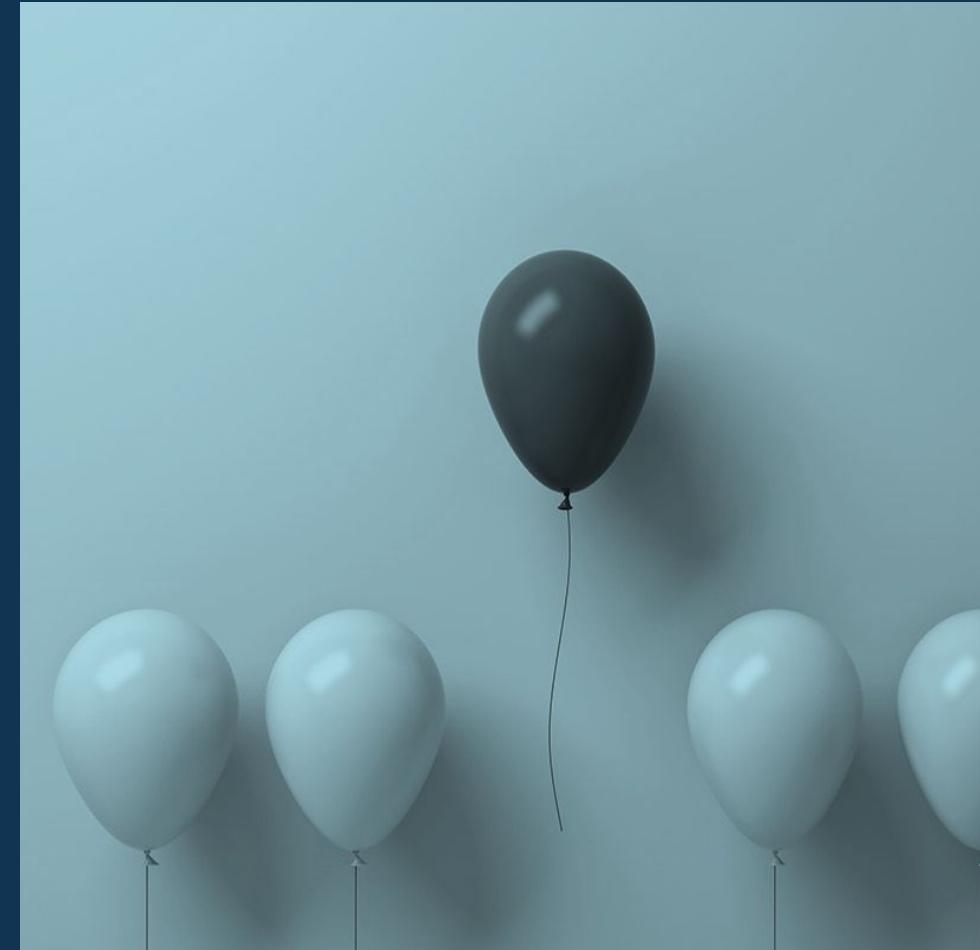
Open Questions



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Question 1

When you're thinking about a company or organisation's vision and mission, what makes them memorable for you?





Question 2

What kind of factors would you consider when identifying strengths, weaknesses, opportunities, and threats?

Question 3

When setting strategic goals, how do you ensure they are realistic and achievable?





Question 4

How do you get people on board with new initiatives and ensure the change is sustainable?

A black and white photograph of four people in an office environment. In the foreground, a man with glasses and a beard is looking down at a laptop screen. Next to him, a woman with dark hair is smiling and holding a piece of paper. In the background, two other individuals are seated at a table, also engaged with papers and a laptop. The scene conveys a sense of teamwork and professional activity.

Learning Objectives

Learning Objectives



- **Formulate clear and aligned vision and mission statements** for effective organisational guidance.
- Conduct a **comprehensive SWOT analysis** to inform strategic decision-making.
- **Translate vision into actionable goals**, engaging teams and fostering adaptability for effective strategic goal setting.
- Discover how to **navigate organisational change**, involving stakeholders, communicating, and implementing adaptable resilience strategies.



Vision & Mission Development

M I S
V I S I O N

Vision & Mission Development

A vision statement is a forward-looking declaration that outlines an organisation's **aspirational future state and desired outcome**. It answers the question, "*What do we want to become?*" and typically focuses on the broader impact or contribution the organisation envisions.

A mission statement is a concise articulation of the organisation's **purpose, core values, and fundamental principles that guide its day-to-day operations**. The mission statement is more immediate and actionable. It answers the question, "*Why do we exist?*" and often emphasises the organisation's specific actions or activities to fulfil its purpose.

MISSION VS VISION STATEMENT PLUS EXAMPLES



Key Components

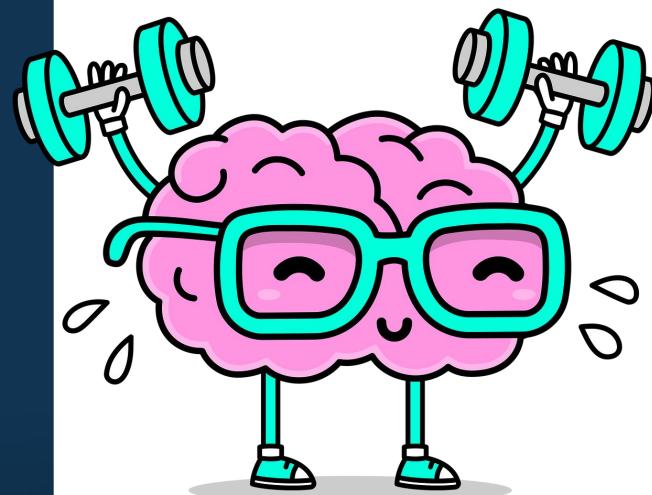
- Clarity of Purpose.
- Inclusivity and Alignment.
- Inspiration and Motivation.
- Adaptability and Relevance.



Vision & Mission Examples

Company	Vision	Mission
Google	To provide access to the world's information in one click.	To organise the world's information and make it universally accessible and useful.
Amazon	To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.	To continually raise the bar of the customer experience by using the internet and technology to help consumers find, discover, and buy anything, and empower businesses and content creators to maximise their success.
Tesla	To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.	To accelerate the advent of sustainable transport by bringing compelling mass-market electric cars to market as soon as possible.

Personal Activity - Time To Reflect



1. As a leader, how can I craft a vision and mission for my team or organisation that inspires and provides clear guidance for daily actions and decision-making?
2. What lessons can be drawn from successful international companies' vision and mission statements to create a compelling narrative that aligns with my team or organisation's core values and future aspirations?



SWOT Analysis

SWOT Analysis

SWOT analysis is one of the most commonly used strategic tools organisations turn to, **to establish a meaningful mission and vision.**

SWOT analysis is a powerful and widely used tool in strategic management, offering a systematic approach to evaluating an organisation's **internal strengths and weaknesses and external opportunities and threats.**

This holistic examination provides leaders with a comprehensive understanding of their **current position in the market** and the factors that may impact their **future success.**



Key Components

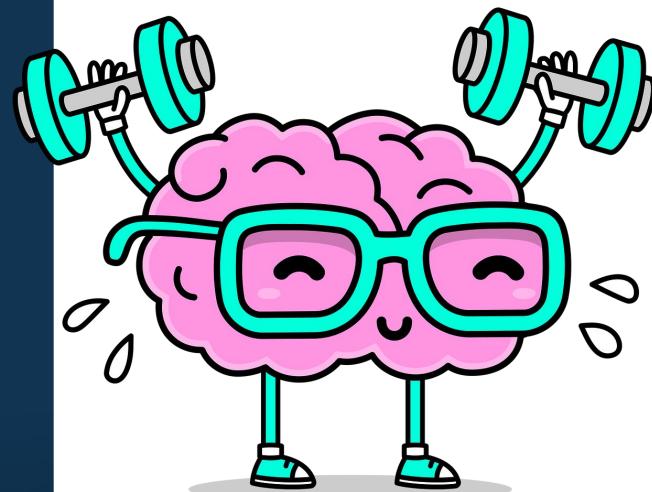
- Strengths.
- Weaknesses.
- Opportunities.
- Threats.

SWOT ANALYSIS

McDonald's Examples



Personal Activity - Time To Reflect



1. As you guide your team through a SWOT analysis for your company, how can you foster an environment that encourages open discussion and collaboration?

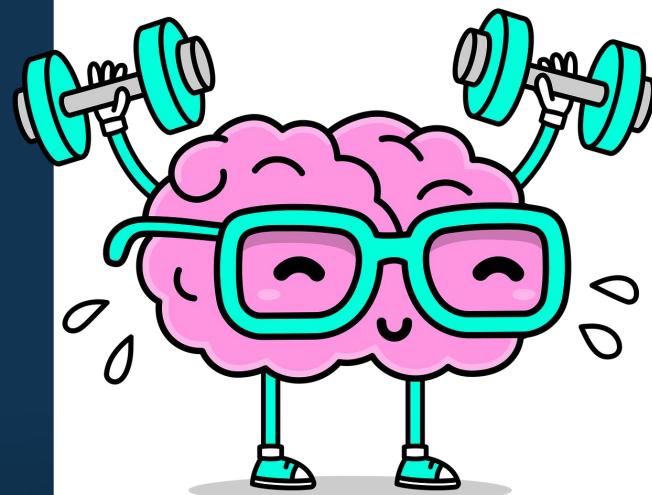
2. What strategies can you employ to ensure that the insights from the analysis translate into actionable plans for leveraging strengths, addressing weaknesses, seizing opportunities, and mitigating potential threats within your organisation?

Strategic Applications of SWOT

- Informing Strategic Planning.
- Guiding Decision-Making.
- Facilitating Organisational Change.
- Enhancing Competitive Positioning.



Personal Activity - Time To Reflect



1. How can I leverage the findings from a SWOT analysis to inform my leadership decisions and strategies?
2. What steps can I take to capitalise on organisational strengths, address weaknesses, seize opportunities, and mitigate threats, ensuring a strategic and adaptive approach to achieving our goals?

Let's take a break

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A close-up photograph of a black and white soccer ball caught in a dark, textured net. A single, light-colored dandelion seed is visible near the bottom left of the ball. The background is a soft-focus, darker version of the same scene.

Strategic Goal-Setting

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Leadership & Management/**Strategic Goal-Setting**

Strategic Goal-Setting

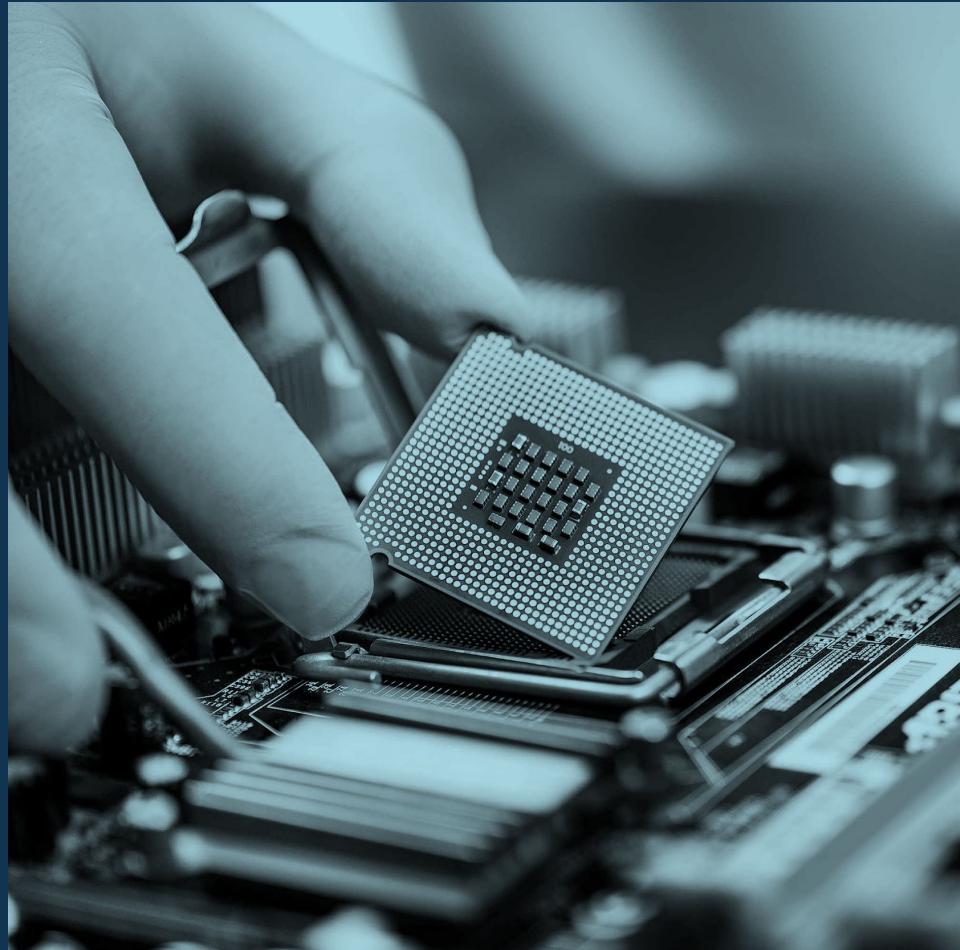
Strategic goal-setting serves to **guide teams toward a shared vision and mission.**

It involves defining clear and achievable objectives aligning with the organisation's strategic direction. Strategic goals provide a roadmap, outlining the **specific steps and milestones** required to realise a compelling vision.

This process is not merely about establishing targets; it is a **thoughtful exercise** that requires a deep understanding of the organisation's strengths, weaknesses, opportunities, and threats.

Key Components

- Alignment with Mission and Vision.
- SMART Criteria.
- Prioritisation.
- Data-Informed Decision-Making.





Practical Guidelines

- It is crucial to develop actionable plans by breaking down overarching objectives into specific tasks and initiatives.
- This ensures that the broader goals become achievable through concrete, practical steps.

Practical Guidelines

- Team engagement is pivotal in this process, requiring leaders to align their teams with strategic goals.
- Fostering a sense of ownership and commitment among team members involves actively involving them in goal-setting and clearly communicating how their contributions contribute to overall success.





Practical Guidelines

- The establishment of key performance indicators (KPIs) enables the continuous tracking of progress toward each strategic goal.
- Regular assessments and adaptations based on these measurements are vital to staying on course and making informed adjustments.

Practical Guidelines

- Flexibility and adaptability should be integrated into goal-setting.
- This allows for adjustments based on changing circumstances or emerging opportunities.

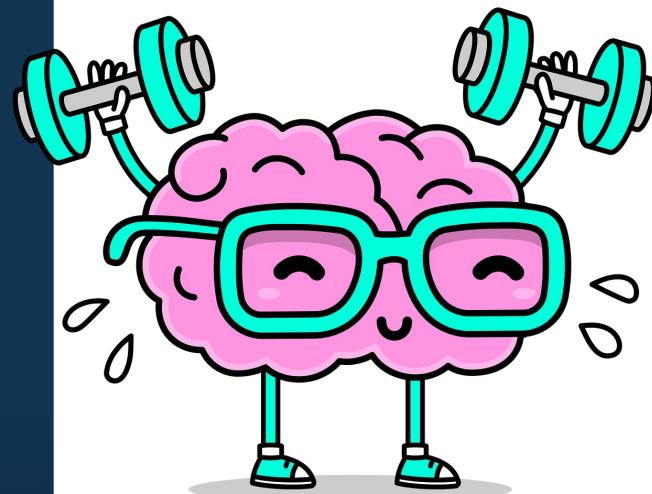




Practical Guidelines

- Strategic goal-setting is a **continuous cycle** of planning, execution, assessment, refinement, and iteration.
- Organisations committed to **excellence** embrace a culture of continuous improvement.
- They **leverage insights** gained from goal outcomes to inform subsequent strategic planning cycles.

Personal Activity - Time To Reflect



1. How can I ensure that the strategic goals I set for my team align effectively with the overall mission and vision of the organisation?
2. How can I engage and empower my team in goal-setting, fostering a sense of ownership and commitment?
3. Moreover, how will I incorporate flexibility into implementing these goals to adapt to the dynamic nature of the business environment?



Change Management Strategies

Change Management Strategies

Change initiatives are inherently tied to the strategic goals set by leaders, representing a **deliberate shift from current states to envisioned futures.**

To ensure the seamless integration of change, leaders must align these strategies with established goals, creating a **cohesive framework for navigating through transitions.**

These strategies provide a structured approach for leaders to guide their teams through periods of change, ensuring the **process is smooth and yields positive outcomes.**



Key Considerations

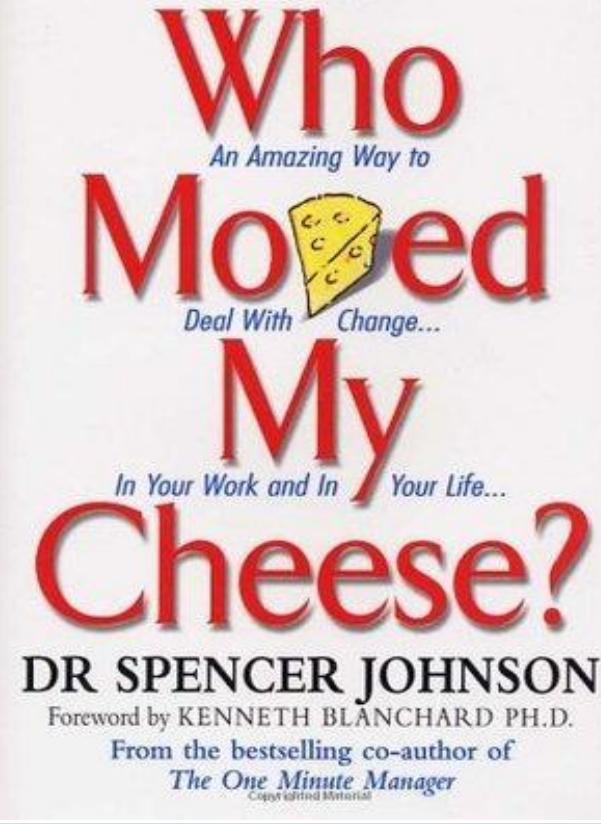
- Clear Vision and Communication.
- Stakeholder Engagement.
- Leadership Alignment.
- Empowering and Training Employees.
- Recognising and Managing Resistance.

Key Considerations

- Incremental Implementation.
- Building a Change-Ready Culture.
- Continuous Evaluation and Adjustment.
- Celebrating Milestones.
- Post-Implementation Support.



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'One of the most successful business books ever'
Daily Telegraph



Our Iceberg Is Melting

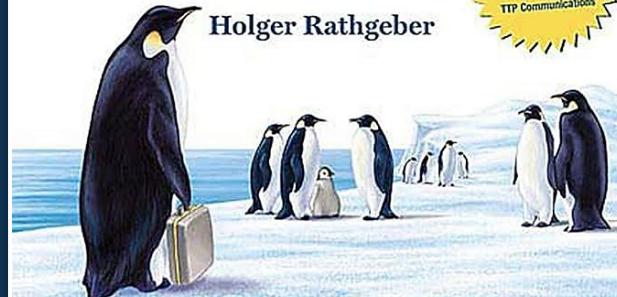
Changing and Succeeding
Under Any Conditions

John Kotter

THE AWARD-WINNING AUTHOR
FROM HARVARD BUSINESS SCHOOL

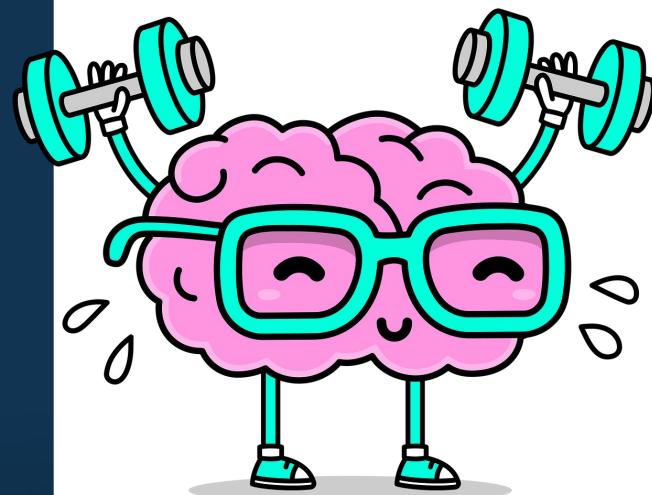
Holger Rathgeber

“...a stroke of sheer genius”
—Michael Dineley,
TP Communications



Foreword by Spencer Johnson, M.D., author of *Who Moved My Cheese?*

Personal Activity - Time To Reflect



1. How can I, as a leader, proactively foster a change-ready culture within my team or organisation?
2. What strategies can I employ to effectively engage stakeholders, address resistance constructively, and celebrate milestones throughout the change process?
3. How can I ensure continuous evaluation and post-implementation support to sustain positive outcomes from organisational transformations?

Conclusion



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Conclusion

- **1. Importance of Vision and Mission**
 - A clear vision and mission provide direction and inspiration for your team.
 - They must be aligned with organizational goals for effective decision-making.
- **2. Strategic Planning and Goal Setting**
 - Setting strategic goals helps guide actions and decisions toward achieving the vision.
 - Ensure goals are measurable, achievable, and aligned with organizational priorities.
- **3. SWOT Analysis as a Tool**
 - A SWOT analysis helps identify strengths, weaknesses, opportunities, and threats, which are crucial for informed decision-making.
- **4. Change Management**
 - Successfully navigating change requires a proactive and inclusive approach.
 - Engage stakeholders, communicate effectively, and address resistance constructively.
- **5. Continuous Evaluation and Support**
 - Post-implementation support and continuous evaluation ensure sustained success.
 - Regularly assess progress, celebrate milestones, and adapt to changing circumstances.

Questions and Answers

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Thank you for attending

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Department
for Education