

# The Cambridge Planning Institute Invites You To...

## Strategic Planning That Works!

Utilizing the Cambridge Strategic Performance System™

### Why a Proactive Strategic Plan?

Education is experiencing a time of unprecedented change. Leaders feel compelled to drive the transformation of learning and teaching systems amid pressures of high-stakes accountability and shrinking funds. Therefore, it is imperative that strategic thinking and planning drive the actions of any change initiatives.

Cambridge Strategic Services uses a proven and highly effective method for developing a strategic plan. A Cambridge facilitator provides the expertise and objectivity required for engaging stakeholders, energizing teams, and supporting actions for a future-focused, successful school district. Cambridge has worked in hundreds of school districts across the nation and has an unparalleled track record of success.



Dr. Kevin Castner  
Executive Director

Kevin Castner has been involved with public education over 40 years. Kevin has served as a teacher, coach, assistant principal, principal, associate/deputy superintendent and superintendent. As an educational planning strategist since 2006 and present executive director, Kevin offers expertise in strategic planning and on issues related to the design and functionality of schools having provided training for strategic planning and facilitated strategic plans for multiple school districts. He worked closely with TASA as part of the Visioning Institute that led to the development of a common vision and action plan for the future of Texas Public Schools.

Kevin's experience provides him with a deep understanding of the vertical and horizontal challenges and opportunities being explored by PK-16 learning communities today. He is passionate about connecting with other educators to make sense of needed transitions in our field as we enter this second decade of the 21<sup>st</sup> century.

### Program Objective

The program is designed for educational leaders who want to align resources and energies toward their strategic objectives through effective planning and execution. Participants will develop the capacity to transform their organizations through the power of strategic planning. A component of this learning experience is the understanding of the integral leadership role of the organization's external and internal facilitator in the development of the strategic plan.

### Program Highlights

This 3 day seminar will prepare attendees with an increased awareness to:

- a. Learn the strategic planning process and discipline of the Cambridge Strategic Performance System.™
- b. Create a long term, community-based plan for your district and accelerated action toward the established mission.
- c. Engage all stakeholders in meaningful support of inspired strategic initiatives that go beyond current state and accountability systems.
- d. Develop strategies to achieve your strategic priorities.
- e. Explore the power of agreement based decision-making.
- f. Focus your system's funding priorities around strategic action for student learning that will best prepare your students for their future.
- g. Understand the unique roles of the external and internal facilitators in the facilitation of the strategic plan.

### Program Details

Date: November 5- 7, 2014

Registration: INFORMATION

[www.CambridgeStrategicServices.org](http://www.CambridgeStrategicServices.org)

Location: Holiday Inn Express DFW North (1mile/airport)

Cost: \$1495 + Travel, Lodging and Meals

Questions: Please call 434-531-8171 or email:

[KCastner@cambridgestrategicservices.org](mailto:KCastner@cambridgestrategicservices.org)

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NAME: FIRST MIDDLE INITIAL LAST

POSITION

DISTRICT/ORGANIZATION NAME

DISTRICT/ORGANIZATION DESCRIPTION (NUMBER OF STUDENTS, RURAL, SUBURBAN, ETC.)

STREET ADDRESS

CITY STATE ZIP

OFFICE PHONE: ( )

CELL PHONE: ( )

FAX: ( )

E-MAIL:

**COST: U.S. \$1,495 + Travel, Lodging & Meals**

- Includes instruction materials, transfers to/from DFW airport, hot breakfast, snack and lunch daily.
- Participants are responsible for their own lodging, travel, and dinner.

**Total payable to Cambridge Strategic Services \$1,495**  
**Two easy ways to register:**

**1. Enclose check or purchase order and mail to:**

**Cambridge Strategic Services**  
**ATT: Tracy Landes**  
**1535 Oxford Road Suite 100**  
**Charlottesville, VA 22903**

## Questions:

Please call (434) 531-8171 or e-mail

[KCastner@cambridgestrategicservices.org](mailto:KCastner@cambridgestrategicservices.org)

By affixing my signature to this application, I hereby agree that I will use the training and materials received during the program to facilitate plans ONLY in the school district or organization set forth in this registration form, or in such other school district or organization for which I may be employed on a full-time basis. I will not engage in strategic planning or plan facilitation, which relies on or is derived from either the training or the materials received during the program, for any other school district or organization by contract or separate agreement.

SIGNATURE

## Agenda

### Day 1 - Wednesday, November 5th, 2014

8:00-8:30 Welcome and Introductions  
8:30-10:00 Understanding Strategic Planning and the Distinctive Features of Cambridge Framework  
10:00-12:00 Leadership and Leadership Styles Suited for Strategic Planning  
12:00-1:00 Lunch  
1:00-4:00 Process and Discipline of Strategic Planning  
4:00-5:00 Ensuring Commitment and Readiness

### Day 2 - Thursday, November 6th, 2014

8:00-9:00 Preparation for Strategic Planning  
9:00-10:00 First Planning Session and Follow-up  
10:00-12:00 Action Planning  
12:00-1:00 Lunch  
1:00-2:00 Second Planning Session and Follow-up  
2:00-5:00 Implementation

### Day 3 - Friday, November 7th, 2014

8:00-10:00 Systemizing Site Planning and Actions  
10:00-11:00 Periodic Reviews and Strategic Plan Updates  
11:00-12:00 Reflections on What Participants Have Learned  
12:00 Lunch

## Recommended Hotel Accommodations:

**Holiday Inn Express DFW North**  
**4550 West John W Carpenter Freeway,**  
**Irving, TX 75063**  
**Phone: (972) 929-4499**  
**Fax: (972) 929-0774**  
**Group Code: CPI**

**King Suite \$129.00+Tax per Day, per Room**

[www.ihg.com/holidayinnexpress/hotels/us/en/irving/daljc/hoteldetail](http://www.ihg.com/holidayinnexpress/hotels/us/en/irving/daljc/hoteldetail)