

Texas Leadership Institute

Presents

COURSE 1301 – Strategic Planning for Cities, Counties and Organizations

8:30 – 9:00am	Registration
9:00 – 10:00am	Session A: Introduction <ul style="list-style-type: none">ñ Welcome and Participant Expectationsñ Challengesñ Ground Rulesñ Learning Objectives
10:10 – 10:15am	Break
10:15 – 11:15am	Session B: Strategic Planning <ul style="list-style-type: none">ñ What is Strategic Planning?ñ Historyñ Benefitsñ Stakeholders
11:15 – 12:15pm	Session C: Core Elements of Strategic Planning <ul style="list-style-type: none">ñ Valuesñ Visionñ Mission
12:15 – 1:00pm	Lunch
1:00 – 2:00pm	Session D: Creating a Strategic Plan <ul style="list-style-type: none">ñ How to Plan, Design and Develop a Strategic Plan
2:00 – 2:15pm	Break
2:15 – 3:15pm	Session E: Strategic Planning Process <ul style="list-style-type: none">ñ The 10 - Step Strategic Planning Process
3:15 – 4:15pm	Session F: Overcome Barriers Using Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis <ul style="list-style-type: none">ñ Strengthsñ Weaknessesñ Opportunitiesñ Threats
4:15 – 4:30pm	Participant Evaluations and Adjournment

