

PLANNING STRATEGIC VISION

Leading Strategic Alignment & Visioning

COURSE OVERVIEW

Targeting senior management, the Planning Strategic Vision (PSV-SFw) program provides a **structured framework to help leaders formulate and align an organisational strategic plan**. The course addresses three essential questions:

- Where are we now?
- Where are we going?
- How do we get there?

LEARNING OUTCOMES

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

- Review and analyse internal & external environments.
- Apply a structured process for strategic planning.
- Obtain buy-in, commitment & ownership from the management team.
- Develop, review or validate vision / mission statements.
- Address and communicate corporate governance & social responsibility obligations.
- Model organisational values and beliefs that support strategic priorities.
- Align goals to the organisation's vision/mission.
- Identify and prioritise Critical Success Factors (CSFs).
- Develop high-level action plans for CSFs (outcomes, measurements, actions, timelines, responsible party).

KEY HIGHLIGHTS

- **Blended Learning Experience** — eLearning modules, coaching, facilitated sessions, creativity exercises, and group discussions.
- **Values-Driven Leadership** — align organisational values to long-term strategic direction.
- **Structured Facilitation Tools** — environmental scan, SWOT, CSF prioritisation, strategy mapping.
- **Hands-On Application** — practical development of an organisational strategic plan.
- **Coaching-Supported Alignment** — two documented group coaching sessions for cascading and refining strategy.
- **Industry-Recognised Frameworks** — aligned with Singapore's Skills Framework (Business Planning, Executive Leadership, Strategy Planning & Implementation, Vision Leadership).

Planning Strategic Vision

KEY TOPICS COVERED

Foundations of Strategic Planning

- Review pre-work SWOT
- Environmental Scan (Opportunities & Threats)
- Organisational Strategies & Weaknesses

Vision & Mission Development

- Creation, review, and validation of organisational purpose
- Alignment to strategic priorities

Critical Success Factors (CSFs)

- Identification & prioritisation
- CSF action planning (outcomes, measures, timelines, responsible party)

Values Alignment & Stakeholder Buy-In

- Cascading strategy
- Building ownership
- Communicating plans to stakeholders

Strategy Operationalisation

- Establishing strategic targets & measures
- Bringing strategy into execution
- Reviewing key outcomes

WHO SHOULD ATTEND

This program is designed for **Senior Leaders and Managers** who are responsible for **setting strategic direction and ensuring organisational alignment**. It is ideal for individuals who:

- Lead or participate in strategic planning for their organisation.
- Need to develop, review, or validate organisational vision and mission.
- Are accountable for aligning goals, values, and strategies across teams or business units.
- Play a role in cascading strategy, securing buy-in, and driving execution.
- Oversee corporate governance, social responsibility, or organisational values.
- Must ensure organisational efforts are focused on critical success factors and measurable outcomes.

This program is particularly relevant for leaders seeking a structured approach to:

- Understanding where the organisation is now,
- Defining where it wants to go, and
- Establishing how it will get there.

Planning Strategic Vision

METHODOLOGY

A **dynamic, blended experiential** approach combining:

- Application & Discussions
- eLearning modules
- Individual & Team Exercises
- Creativity activities
- Facilitated learning techniques
- Action Learning & Planning

This approach supports **Do – Reflect – Apply**, enabling senior participants to meaningfully transfer concepts into workplace strategic planning.

ASSESSMENT

- Action Learning Project — documented evidence of strategic planning outcomes
- Document Submission — CSFs, action plans, alignment documents
- Oral Interview
- Presentations

DURATION

- 16 hours comprising 1 day + 2 Half Days (morning) including assessments
- 1 hour of blended learning (pre-class eLearning required)

FACILITATOR PROFILE

With **over 25 years** of corporate sales and project management experience, Tik Lee has worked with MNCs and held various senior management positions in his career. He is also an accomplished writer and author.

He has also conducted numerous workshops for senior and middle management executives across Asia Pacific countries on **Project Leadership Management, Strategic Thinking, Effective Communications skills, Sales Management, Change Management, Critical Business Thinking.**



S\$1,150*

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