

Pamela Captain

From: Diane Schillaci [dms@cvmic.com]
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Attachments: Training Registration Process.doc

NEW PROGRAM

STRATEGIC MANAGEMENT PLANNING

(Certificate in Management)

Tuesday, April 24, 2012
CVMIC Training Center
Wauwatosa

This information is being sent to: CVMIC Member Representatives and all Departments

To succeed in the future, managers must have the strategic knowledge and skills needed to lead organizations through turbulent and highly competitive environments. In this course we will be reviewing the resources and tools to lead a dynamic and agile strategy.

At its core, strategic management is about building and sustaining efficient organizations that serve citizen's needs and create sustainability for all. This course will enable participants to build stronger strategic management skills by applying current practices to their specific organizational situations. Participants explore how to apply these best practices through case studies, worksheets and in a hands-on, practical manner to take the key learning back to their organization. Areas of focus include:

- **Strategy Fundamentals:** Creating an agile framework and process
- **Strategic Foundation:** Establishing and reviewing your core service requirements and envisioned future
- **Strategic Analysis:** Assessing your internal and external environments to establish your strategic direction
- **Strategy Formulation:** Developing and translating your strategy for growth and sustainability
- **Strategy Execution:** Driving results by aligning your resources, people and processes to your strategy

Target Audience: Managers and Supervisors or anyone who may be responsible for or interested in developing a strategic management plan for their community.

Instructor ~ Elsa Ozuna-Richards, MSA, CMPE
Senior Account Director
M3 Planning

Elsa is a Senior Account Director at M3 Planning and has over 25 years of experience in operational, financial and strategic management. Elsa has worked across several industries working with companies to develop strategic direction and execute strategy across every facet of the organization. Her clients span across the United States. Her mantra "Research Drives Strategic Direction" is critical to her work in strategic planning. She has worked closely with countless clients to build solid cases for sound strategy through internal and external assessments of the organizations and their markets, strategic planning training and facilitation of both large and small groups.

Registration check-in: 8:15 a.m. – 8:30 a.m. The program will begin at 8:30 a.m. and conclude at 3:30 p.m. A light continental breakfast and lunch will be provided.

(To register visit our web site www.evmic.com and click on the training tab)

Diane

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