

**Don Merkes**

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**From:** Jill P. Allen [jpa@cvmic.com]  
**Sent:** Thursday, January 31, 2013 2:00 PM  
**Subject:** CVMIC Training Notice - Strategic Management Planning  
**Attachments:** Training Registration Process.doc



# TRAINING NOTICE!

## STRATEGIC MANAGEMENT PLANNING *Certificate in Management*

Thursday, February 21, 2013  
CVMIC Training Center

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Friday, March 8, 2013  
Menasha Public Library

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

Strategic management planning is the process of formally thinking about an organization's future course. It is a disciplined effort to define an organization's direction and to make fundamental decisions about how it will achieve its mission. The strategic planning process shapes and guides:

- What an organization is
- What an organization does
- Why it does it
- How it does it
- Whom it serves
- How it measures success

Strategic management planning is about envisioning where you want to be in the future, determining where you are now, and deciding in broad terms how you're going to get there. In this program we will review the key elements in strategic management planning including:

- Defining the organization's vision
- Stating the mission
- Identifying values/beliefs
- Conducting an environmental assessment/scan
- Setting long term goals
- Establishing objectives
- Developing action plans
- Setting a timeline

- Getting organizational approval
- Implementing the action plans
- Reviewing and making the necessary modifications
- Establishing an update/communication mechanism

We will also be reviewing a manual developed by the State of Kentucky which not only covers all the key elements listed above but also provides a step by step process for accomplishing each step. The manual will be provided to all participants during the training. We encourage all members to send at least one member of your management team to this program. Even if you feel that you are currently addressing strategic management planning adequately, it would be nice if you could share with other members some of the things you are doing that are working well so they may improve their processes or develop their own. The more we can learn from each other, the greater the benefit to all members.

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

**Registration:** 8:15 a.m. – 8:30 a.m. (Light continental breakfast)

**Program:** 8:30 a.m. – 3:30 p.m. (Lunch provided on-site)

**To register for these sessions visit our web site at: [www.cvmic.com](http://www.cvmic.com) and click on the training tab**

*Jill*

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