



Team-Based Strategic Planning: A Complete Guide to Structuring, Facilitating, and Implementing the Process

C. Davis Fogg

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Team-Based Strategic Planning uniquely describes the strategic planning process and the ways of facilitating the development of a strategic plan and its implementation. It is "how-to-do" book profusely illustrated with planning techniques, facilitation guides and real world examples of the planning and strategy efforts of dozens of organizations. The book is a professional best-seller and sold 25,000 copies in hard cover 1964-2010. The book deals with the six key aspects of strategic planning in a team environment: (1) Structure and Customization of the process to meet the needs of your particular organization (2) Facilitation-of the planning process (3) Teams and teamwork (4) Management and Leadership--from forging the vision to making the plan operational (5) Organizational involvement-gaining involvement and commitment at all levels (6) information gathering and analysis--benchmarking, competitive analysis and "the other precious few techniques that are truly useful". Examples from actual companies illustrate each step of the process and what worked and didn't work. Moreover, "Team-Based Strategic Planing" is designed for active use at every stage. You'll find dozens of hands-on tools that will help you as your strategy evolves including) que cards and flow charts that plot the process and make it easier to master ; self-contained facilitator guides ; troubleshooting advice on problem intervention for CEOs, planning leaders, and facilitators. In short, this is a "must have" guide for anyone at any level in an organization who is embarking on or involved with strategic planning.

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