

American Management Association Seminar

Fundamentals of Strategic Planning

Date

Tuesday, March 20 -
Wednesday March 21, 2007

Time

9:00 a.m.—4:00 p.m.
(Registration begins at 8:30 a.m.
There is not entrance to the Library
of Congress before 8:30 a.m.)

Place

The Library of Congress
Madison Building
Mumford Room, 6th Floor
101 Independence Avenue, S.E.
Washington, DC

Metro

Capitol South
(Orange/Blue Lines)

Sponsor

FLICC Education Working
Group

Information

Call FLICC (202) 707-4813
TTY (202) 707-4995
Request ADA Accommodations
five business days in advance
at ADA@loc.gov.

Cancellations

Make cancellations 48 hours
prior to the start of an event or
the full fee will be charged.

Registration

**Save \$1245.00
off the regular price!**

Get the FEDLINK price of \$550
for FT accounts and \$575 all
others. Register online at
<http://www.loc.gov/flicc/feve-form.html>.

Gain an overview of strategic planning for those not directly involved in the planning process, but who want to understand the impact of strategy on their work and their organization's success. Designed for managers and supervisors who want to expand their management perspective and those who must communicate with managers and leaders involved in the creation and implementation of strategy. This two-day seminar will give participants a perspective and vocabulary to help actively and constructively support the agency's strategic direction.

How You Will Benefit

- Understand what strategy and strategic planning mean to an organization
- Learn key concepts and the language used by those involved in strategic planning
- Discover various approaches companies use to develop strategy
- Find out how strategy moves from concept through implementation to realization
- Recognize techniques companies use to assess their current and future environments
- Identify specific ways you can contribute to your agency's strategic success

What You Will Cover

- What strategy and strategic planning really mean
- How strategy creates value for customers and stakeholders
- How organizations develop strategy: seven strategic planning processes
- The strategic planning process in action: five stages of a classic approach
- Assessing the environments
- Three Ds of strategy: discussion, decision, development
- Implementing strategy: how strategy cascades through the organization