Notes: MISP-WRY-Lecture-3

(How to write a Strategic Plan for a business)

1. Basic Concepts
   1. Vision
   2. Mission
   3. Objectives
   4. Strategies
   5. Values
   6. Goals
   7. Programs

2. Developing a Strategic Business Plan
   1. Introduction to Strategic Planning
   2. Key Steps towards a Strategic Plan
   3. Use Hindsight when Strategic Planning
   4. Effect not Equal to Cause when Planning Strategy
   5. SWOT - Keys to Business Strategies
   6. Simple & Short Strategic Plans
   7. Using the Strategic Planning Worksheet
   8. Strategic Planning Worksheet

3. Formulating Business Strategies
   1. Avoid Business Failure
   2. Characteristics of Successful Businesses
   3. Clarify Existing Business Strategies
   4. Look into Future SWOT for Strategies
   5. Basic Strategic Planning Approaches
   6. Creating Strategic Combinations
   7. Compiling Strategic Statements
   8. Towards Strategic Business Plan

4. A sample Strategic Plan for a Business