

CERTIFICATE

STRATEGIC PLANNING

WHAT IS THE STRATEGIC PLANNING CERTIFICATE?

Strategic planning and management are critical parts of your professional learning and development (L&D) toolkit, so how do you ensure that you are focused on the right priorities? Strategic planning is a journey. Creating alignment starts with a plan that connects training to organizational goals and a roadmap outlining how those goals are achieved through training processes and initiatives.

Begin your journey with Training Industry's [Strategic Planning Certificate](#), where you will receive the tools and framework you need to successfully plan and execute your training strategy. By emphasizing the strategic competencies defined in the [Training Manager Competency Model™](#), this course will prepare you for your role in ensuring your training organization's strategic plan is positioned for success.



2 HALF DAYS



CERTIFICATE
AWARDED



VIRTUAL



SESSIONS FOR
EVERY TIME ZONE



ENGLISH
LANGUAGE

COURSE OBJECTIVES

After completing this certificate, you will be able to:



Establish a common language with which to understand strategic planning as it relates to your learning organization.



Conduct an environmental and gap analysis.



Develop a strategic plan, action plan and scorecard.



Effectively communicate your plan's value and steps to stakeholders.



Conduct a planning conversation with your team and key stakeholders using the provided concepts, tools and frameworks.



COURSE OVERVIEW

PREWORK

Pework includes an individual information gathering exercise that will prepare you with the necessary background to engage with the course content, tools and templates.

In preparation for this course, we encourage you to review the following:

- Your organization's mission and vision.
- Your organization's goals and strategic priorities.
- Your L&D department's goals and objectives.
- Any previous strategic planning work you or your L&D team have done.
- Your organization's mission statement.
- Your L&D department's mission statement.

DAY 1

What is Strategic Planning?

- Strategic Planning and Management Framework
- Introduction to Your Strategy Roadmap
- Integrated Surround Strategy Model

Targeting and Alignment

- Step 1: Targeting your plan for alignment
- Vision vs Mission
 - **Activity:** Mission and Visioning Rubric
- Step 2: Identifying strategic priorities
- Strategic alignment rubric
 - **Activity:** 6 Steps, Actions, Tools Framework, Strategic Priorities Form

DAY 2

Assessing Your Operating Environment

- Step 3: Information gathering through assessment
- PESTEL Analysis
 - **Activity:** PESTEL Framework Template
- SWOT Analysis and application with TOWS
 - **Activity:** SWOT Framework Template, TOWS Framework Template, GAPI Analysis Template

Create and Monitor Your Road Map and Action Plan

- Step 4: Creating your strategy roadmap, including identifying key performance indicators (KPIs)
 - **Activity:** Strategy Roadmap Template
- Step 5: Action planning for execution
 - **Activity:** Action Planning Template
- Step 6: Monitoring targets and taking corrective actions
 - **Activity:** KPI Balanced Scorecard Analysis Template

Next Steps Stakeholder Involvement

- How to involve the stakeholder across all steps
- Keys to success

CAPSTONE ACTIVITY

Your certificate program capstone activity will challenge you to apply the course concepts in your own training and development programs to develop your new and improved strategic planning skills by creating an action plan.

WHO IS IT FOR?

The Strategic Planning Certificate is designed for current, newly promoted or aspiring learning leaders who are seeking to understand the necessity of strategic alignment and how to create and maintain a strategic plan. This highly interactive two half-day certificate was designed to help you strategically align the goals of your training organization with the goals of the business. In this program, you will learn the basic language of strategic planning, how to conduct analyses to inform your strategic plan and how to develop, implement and maintain your strategic plan.

RELATED LEARNING

JOURNEY

Training Industry offers expertly curated professional development [packages](#) to fit your unique development needs.

THE LEARNING TECHNOLOGIES JOURNEY

The Learning Technologies Journey offers insight into the functions of learning and development (L&D) technologies and resources on how to ensure you are using them strategically to improve the impact of L&D. This journey includes:

- [The Certified Professional in Training Management Program](#)
- [The Managing Learning Technologies Certificate](#)
- [The Strategic Planning Certificate](#)

Don't see what you're looking for? Training Industry's professional development consultants are available to discuss this program and other development opportunities. [Contact us](#) or schedule a call directly [here](#).

TOOLS AND RESOURCES

Job Aids

Course workbook and the Strategic Planning Toolkit, complete with over 10 interactive tools and planning templates that will help you long after the course has ended. Download a preview of the Strategic Planning Toolkit [here](#).

Additional Resources

Curated collection of Training Industry resources focused on various applications and use cases of strategic planning including webinars, podcast episodes, magazines and articles.



The information provided was helpful and what was great was **working in the groups to obtain perspectives from others** at the table. We all work in so many different industries and different roles, it helped with ideas for our own world.”

- **HELENE SMITH**, STRATEGIC DELIVERY MANAGER, MORGAN STANLEY

HOW DOES IT WORK?

This certificate is completed over two, four-hour half-days, in a live, virtual instructor-led (VILT) classroom setting.

Your **instructor** will use their real-world perspective and experience to ensure the course is rooted in foundational best practices and will guide you through the process, both facilitating and assessing your learning throughout the course to ensure you leave with a thorough understanding of the competencies covered and how they apply, or can be applied, in your work context.

Click [here](#) to browse the available session dates and times.

REGISTER NOW

CONTACT US

LEARN MORE



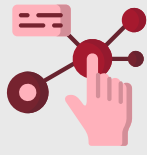
Would all or part of your team benefit from this certificate? All Training Industry Courses can be taken as a group and are designed to align your team around research-based best practices. This certificate is also available as a private half-day workshop. Click [here](#) to learn more.



ABOUT TRAINING INDUSTRY INC.



TRUSTED BY WORLDWIDE
ORGANIZATIONS



INTERACTIVE
EXPERIENCE



RANGE OF
TOPICS



GLOBAL
LEARNERS

WHAT TO EXPECT FROM TRAINING INDUSTRY COURSES



Research-based courses



Instructors with expertise



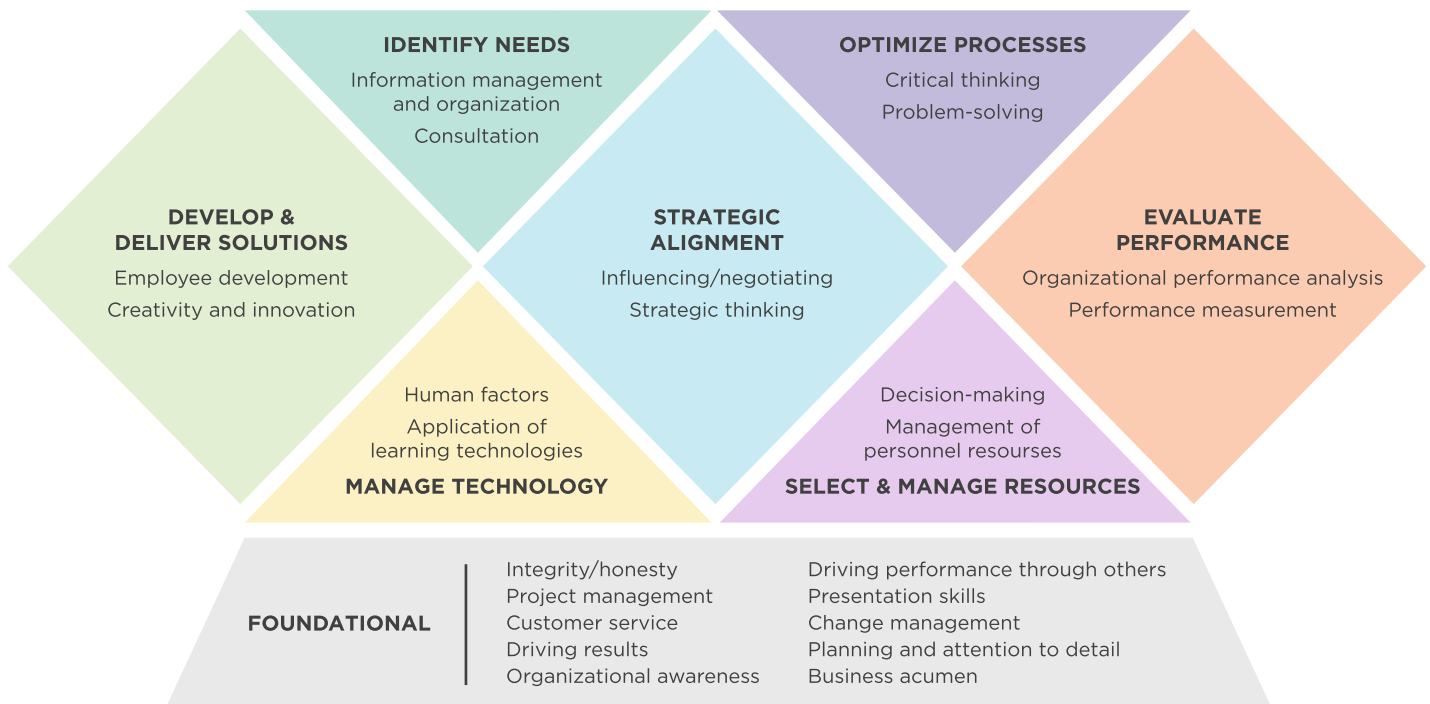
Engage with community
of peers



Focused on the role of the
training manager

TRAINING MANAGER COMPETENCY MODEL

All Training Industry courses are aligned to the [Training Manager Competency Model™](#).





EARN RECERTIFICATION CREDIT

Training Industry certificates are valid for **eight PDCs** for the SHRM-CP or SHRM-SCP.

This program is eligible for **seven APTD and CPTD** recertification points from the ATD Certification Institute. The amount indicated is the maximum number of recertification points a participant can receive for this program.

Training Industry certificates fulfill **eight CPTM** recertification credit hours.



Ready to get started?

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