Top-Down Strategic Planning: 
From Corporate Vision to Tactical Execution

This workshop is highly interactive and involves participants in the process of completing a strategic plan. It describes all activities of top-down planning from a Vision/Mission Statement to the execution at the operational level. The material is appropriate for middle to upper management, those who aspire to executive positions, and business professionals who are responsible for executing the plans at the tactical and execution levels.

The following topics are covered in depth via hands-on exercises:

- Creating a Vision & Mission Statement (who we are and what our purpose is)
- SWOT Analysis (identifying strengths, weaknesses, opportunities, threats)
- Corporate Strategy (the plan to execute the Mission considering SWOT assumptions)
- Competitive Priorities (what we compete on – what the marketplace values)
- Operations Structure (competitive priorities, facilities, capacity, technology)
- Operations Infrastructure (workforce staffing, design, quality, information systems)
- Operations Control (priority and capacity planning, supply chain management)
- Performance Measurement (the criteria that keeps us on target to accomplish the Mission)

Participants work in teams to create their own business organization and develop strategic and operational plans as part of the workshop activities. Teams will complete exercises that demonstrate the process of strategic planning and take away a complete understanding of the SP process.

The facilitator will utilize a combination of slideshow presentation, storytelling, interactive discussion, team exercises, and summary Q&A. This event promises to provide valuable tips, tools and techniques while ensuring the participants have a fun and engaging experience. This represents the epitome of training that is “edu-taining”!

Date: March 18, 2016
Location: Elmira College
Cost: $349* (*This course is part of a three-course series being taught by Michael Ford. See reverse side for details.)

Register online:
http://elmiracollegece.eventbrite.com
THREE-COURSE MANAGEMENT SERIES - SPRING 2016

This three-course series taught by Michael Ford covers key components for anyone looking to advance their career in management. Take one or two courses or register for all three courses and save on the registration fee.

Top-Down Strategic Planning: From Corporate Vision to Tactical Execution
Friday, March 18, 2016  |  8:00 a.m. - 3:30 p.m.  |  Elmira College
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The Beer Game: A Production/Distribution Simulation
Friday, April 15, 2016  |  8:00 - 3:30 p.m.  |  Elmira College
The Beer Game was developed by Jay Forrester at MIT’s Sloan School of Management in the early 1960’s. It’s a simple yet realistic simulator of the supply chain and is used as a teaching tool for systems dynamics. It has been played all over the world by thousands of people ranging from high school students to chief executive officers and government officials. Each participant plays a role in the production and distribution of a product, in this case “beer”.

Negotiation Skills: Basic Strategies to Achieve Your Goals
Friday, May 20, 2016  |  8:00 a.m. - 3:30 p.m.  |  Elmira College
This workshop will use experiential learning techniques to allow participants to identify, learn, and apply basic negotiation strategies and skills in both one-on-one situations as well as in teams. While this topic is often associated with the Purchasing or Sales functions, the basic strategies covered in this workshop would apply to almost all business functions and, as the participants will discover, apply to the relationships and situations they find outside of work.

Each course is offered for $349, or register for all three at a special rate of $899. Discounts apply for members of Finger Lakes ISM, Elmira APICS, and members of the following Chambers of Commerce: Chemung County; Corning; Greater Valley (PA); Watkins Glen; Central Bradford County (PA); Tioga County (NY); or Troy (PA).

Instructor
Michael D. Ford, CFPIM, CSCP, CQA, CRE, CQE, ACPF, CPSM is Principal of TQM Works Consulting, based in upstate NY. He provides innovative solutions based on 29 years of experience in retail, distribution, manufacturing, and consulting. His work history includes software implementation, business planning, inventory control, distribution planning and corporate training. He has presented at over 300 industry events to local, regional and international audiences across the US, Canada, Nigeria and South Africa.

Register today!
http://elmiracollegece.eventbrite.com

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