

# ***DEVELOPING YOUR CORPORATE STRATEGY, MISSION & VISION***

*by*

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Steering any organization along the right course is critical for success. Consequently, crucial skill sets for any executive to possess are Strategic Planning and setting the Mission and Vision of the organization. Unfortunately, most corporate Strategies, Missions and Visions fail each year. In this session, you will learn how to successfully Formulate, Develop, Implement and Evaluate your corporate Strategy, Mission and Vision. Come learn how you can set a course for your organization to follow and how to actually get there.

**Approved for 6 hours of SHRM and HRCI Business Credits.**

## **Learning Objectives**

**In this session you will learn ...**

- How to Formulate Your Corporate Strategy, Mission & Vision
- How to Develop Your Corporate Strategy, Mission & Vision Plan
- How to Implement Your Corporate Strategy, Mission & Vision
- How to Evaluate Your Corporate Strategy, Mission & Vision's Progress

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- I. YOUR GOALS AND CONCERNS AS A CEO
- II. WHY ADOPT A FORMAL CORPORATE STRATEGY, MISSION & VISION?
- III. THE DIFFERENCE BETWEEN GOAL SETTING AND PLANNING
- IV. WHAT IS THE “STRATEGIC PLANNING PROCESS”?
- V. WHAT DOES IT MEAN TO BE “STRATEGIC”?
- VI. FORMULATING YOUR STRATEGY, MISSION & VISION
  - A. Develop vision and mission statements
  - B. Define organizational values
- VII. STRATEGY, MISSION & VISION FORMULATION EXERCISE
- VIII. SETTING LONG AND SHORT TERM GOALS
- IX. STRATEGIC GOAL SETTING EXERCISES
- X. INTEGRATING YOUR GOALS HORIZONTALLY AND VERTICALLY
- XI. STRATEGIC GOAL SETTING EXERCISES
- XII. DEVELOPING YOUR STRATEGIC PLAN: WHAT NEEDS TO BE CONSIDERED?
  - A. SWOT Analysis
    - S = Internal strengths
    - W = Internal weaknesses
    - O = External opportunities
    - T = External threats
  - B. Understanding the Internal Environment
  - C. Understanding the External Environment
  - D. Determine What Activities will Be Needed
  - E. Identify What Resources Will Be Needed
  - F. Identify Control Measures To Be Used

**XIII. DEVELOPING YOUR STRATEGIC PLAN EXERCISE**

**XIV. IMPLEMENTING YOUR STRATEGY, MISSION & VISION**

**A. Your Implementation Plan**

**B. Short Term Objectives**

**C. Determining Resources**

**D. Gaining Support**

**XV. IMPLEMENTING YOUR STRATEGIC PLAN EXERCISE**

**XVI. EVALUATING YOUR STRATEGIC PLAN'S SUCCESS**

**A. Evaluate Progress from Control Measures**

**B. Assess Strategies: Internal Strengths and Weaknesses**

**C. Assess Strategies: External Opportunities and Threats**

**XVII. CORPORATE STRATEGY, MISSION & VISION EXERCISE**

**TOTAL INSTRUCTION TIME: 6 HOURS**



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*One of Business First Magazine's "20 People To Know In HR"*

*CEO Magazine's 2008 Human Resources "Superstar"*

*Nationally Certified Emotional Intelligence Counselor*

**2012, 2010, 2008, 2007, 2006 and 2003 SHRM National Diversity Conference Presenter**

Scott Warrick combines the areas of law and human resources to assist organizations in **"Solving Employee Problems BEFORE They Happen."** Scott uses his unique background of **LAW** and **HUMAN RESOURCES** to help organizations get where they want to go, which includes coaching and training managers and employees in his own unique, practical, entertaining and humorous style.

[Scott Trains Managers and Employees ON-SITE in over 50 topics](#)

Scott's book,

["The Human Resource Professional's Complete Guide To Federal Employment And Labor Law,"](#)

is a favorite among HR professionals and students.

**Scott's academic background and awards include:**

Capital University College of Law (Class Valedictorian (1st out of 233))

Master of Labor & Human Resources and B.A. in Organizational Communication:  
The Ohio State University

The Human Resource Association of Central Ohio's Linda Kerns Award for Outstanding Creativity in the Field of Human Resource Management and the Ohio State Human Resource Council's David Prize for Creativity in Human Resource Management

For more information on Scott, just go to [www.scottwarrick.com](http://www.scottwarrick.com)