

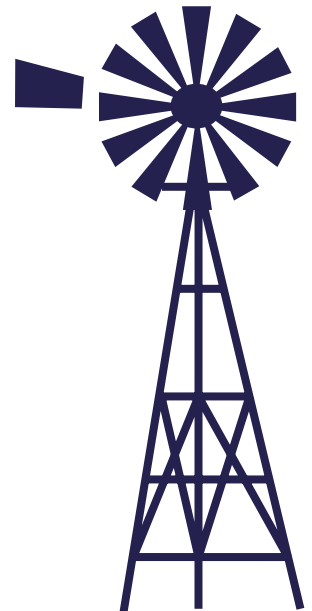


# *Strategic Planning Lectureship*

**April 7-8, 2017 || Kingsville, Texas**

## **Friday, April 7, 2017**

- 8:00 AM**
- Welcome and Introductions
  - Outline of Workshop
  - Introduction to Strategic Planning:
    - Strategic Planning as part of strategic management
    - Tactics versus strategies
    - The strategic planning process
- 9:00 AM**
- Introduction to Strategy Maps
  - Examples from other organizations, including ranch example
- 9:45 AM**      **BREAK**
- 10:00 AM**
- Vision and Mission
  - Group Workshop: Vision template for ranch circa 2018
- 12:00 PM**      **LUNCH**
- 1:00 PM**
- SWOT Analysis
  - Workshop: SWOT Generation
  - Workshop: Strategic Objective Development
- 2:45 PM**      **BREAK**
- 3:00 PM**
- Workshop: Strategic Objective Development (continued)
  - Workshop: Developing a ranch strategy map
- 5:00 PM**      **ADJOURN**





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**April 7-8, 2017 || Kingsville, Texas**

**Saturday, April 8, 2017**

**8:00 AM** Review and Discussion

**8:30 AM**

- Implementation planning
- Workshop: Identifying strategic initiatives
- Initiative prioritization
- Report out

**9:45 AM** **BREAK**

**10:00 AM**

- Workshop: Determining strategic measures to benchmark your performance
- Development of a Balanced Scorecard

**12:00 PM** **ADJOURN**

