

B.K. “Kley” Johnson Lectureship on
Strategic Planning for Ranchers

April 5-6, 2019 || Kingsville, Texas

Friday April 5, 2019

- 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**

Saturday, April 6, 2019

- 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**