



INTERNAL STRATEGIC PLANNER

Training and Certification Program



Benefits for the company

Promotes internal ownership and accountability for the strategic plan and ensures implementation of key initiatives.



Benefits to the individual

Provides a deeper and broader understanding of the strategic planning process and develops greater leadership skills.



STRATEGY IN MOTION

Developing a strategy is an essential step to elevate a company and achieve success, but once the strategy is built, it's putting the "strategy in motion" that makes the largest impact!

The ***Internal Strategic Planner (ISP) Training and Certification Program*** was developed using best practices, key concepts, and real-world application of the tools. The "strategy in motion" planning process has been tested over and over and is proven to work for small to mid-sized companies. The training and certification are based on the Chinese proverb, "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime."

The ***ISP Training and Certification Program*** was developed to ensure that companies own and implement their strategy. During this program, you will learn to:

- Apply the necessary data and analysis tools to prepare for the strategic planning process (Pre-Plan Phase)
- Facilitate your organization's planning sessions (Plan Development Phase)
- Develop implementation, strategic management, and training techniques to support on-going execution of your strategic plan (Implementation and Strategic Management Phase)

Additionally, a company's outcomes must be measured to keep all team members dedicated. The program outcomes are as follows:

- Audit of current strategic planning process, identifying improvement areas, utilizing strategic planning best practices
- An improved strategic planning process, identification of your champion, and a documented strategic planning process owner's manual
- Creation of customized tools for your company to effectively develop and implement your strategic planning process



TESTIMONIALS

"Going into the ISP Certification program, I was skeptical of how this would work for my company. The interaction among and between the participants and instructor were amazing! Not only did I get to test my ideas on others, but I was able to actually draft most of my company's plan during the working sessions. What an amazing experience, I can't wait to implement our plan and see the impact and success it achieves for the company."

- John Jagodzinski
Wells Fargo Insurance Services, Inc.

"The ISP Certification program expanded my understanding of the overall Strategic Planning Process. It allowed me to work with our Leadership team members and fine tune our Strategic Planning effectiveness. We have become more efficient and have aligned our critical success factors (CSF's) with our Vision."

- Chad Creech
Alternate Solutions HomeCare

"Strategic Planning is vital in moving a company forward in today's competitive world. No one can afford to do things the way they have been done in the past. The planning process is a means of developing more professional management, structure, processes, continuous improvement, culture, investment strategies, and much more!"

- Peter Feil
Stober Drives, Inc.

Who should participate: CEOs, Presidents, COOs and/or the key management leaders engaged in the formation and implementation of strategic planning for the company. The ideal process leader would have people, persuasion, and process knowledge - and a conviction to succeed.

Overview of the Program (limited to 7 participants and 5 companies):

Training:

- 2 full-day and 1 half-day learning forums
- Two strategy books: *Simplified Strategic Planning* and *Team-Based Strategic Planning*
- Numerous strategic planning articles
- 84-page ISP Certification Guide review
- Up to 24 hours of CPE available

Certification: (optional)

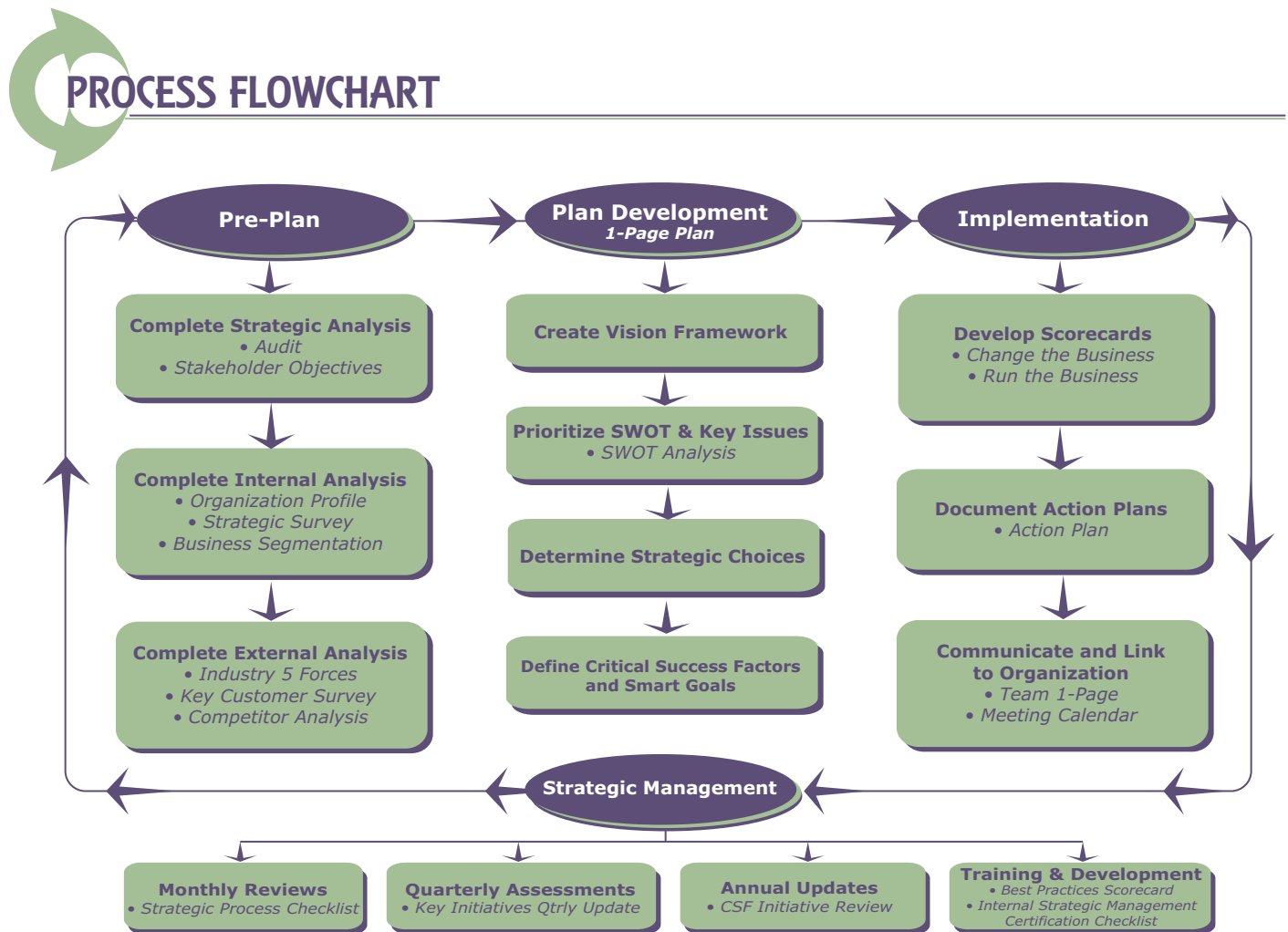
- ISP Certification Guide completed and approved
- 1:1 session to complete ISP Process Owner Checklist
- Complimentary admission to the annual workshop on strategy

Training and Certification Cost:

\$2,500 per person

Upcoming Session Dates: Spring 2012 - March 22, April 19, May 17

The Process: Below is a flowchart depicting the steps involved in the *ISP Training and Certification Program*. The process includes best practices and training to teach you how to use the tools, while customizing them to best fit your company ensuring a successful implementation.



About The Program Director



Darcy M. Bien, Director at Partners in Change, has spent the last 10 years working with companies to plan and/or execute their strategic planning initiatives. She has a diverse skill set: strategic planning, process improvement and performance and total quality management, a BS in Mechanical Engineering from Georgia Institute of Technology and a MBA from Harvard Business School. To learn more or for references, contact Darcy at darcy@pinchange.com.



150 East Fourth Street, 3rd Floor
Cincinnati, Ohio 45202
Phone: 513.369.1498
www.pinchange.com