



Strategic Planning Kit For Dummies

Erica Olsen

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Think and act strategically every time

In today's business environment, strategic planning stresses the importance of making decisions that will ensure an organization's ability to successfully respond to changes in the environment and plan for sustainable viability. Providing practical, field-tested techniques and a complete 6-phase plan, *Strategic Planning Kit For Dummies* shows you how to make strategy a habit for all organizations, no matter the size, type, or resource constraints.

Strategic Planning Kit For Dummies is for companies of all types and sizes looking to build and sustain a competitive edge, set up an ongoing process for market assessment and trend analysis, and develop a vision for future growth. This revised edition includes: new and updated content on planning for both the short and the long-term; crucial information on succession planning; help preparing for the unexpected using scenario planning and agile strategy; strategies for implementing change and integrating strategic plans successfully by involving all staff members; and more.

- The supplementary CD lays out a comprehensive, 6-phase, step-by-step program, complete with downloadable spreadsheets, charts, checklists, video links, and more
- Provides value for any business or entrepreneur looking to improve efficiency, focus, and competitive edge
- Includes practical, field-tested techniques

Strategic Planning Kit For Dummies gives today's business owners and upper-level management the tools and information they need to think and act strategically in order to more effectively weather current economic storms while planning for future growth.

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