



Strategic Planning Counseling

DEVELOPMENT OF STRATEGIC PLANNING
PROCESSES THROUGH WORKSHOPS

KEY WORDS

STRATEGIC
PLANNING,

SITUATIONAL
STRATEGIC
ANALYSIS,

SYSTEMIC ANALYSIS

DESCRIPTION

We provide comprehensive strategic planning services through professionally facilitated workshops designed to support organizations in building their future vision and defining their direction. To this end, we facilitate collaborative working sessions in which, together with senior leadership, we analyze the organization, its subsystems, the environment in which it operates, and the dynamics that influence its performance. Through participatory methodologies, we guide the formulation of Mission, Vision, Strategic objectives, and Strategies, enabling organizations to establish a solid foundation for decision-making, strengthen their capabilities (both managerial and operational), and align their management and organizational transformation processes.

AVAILABLE TECHNIQUES AND/OR EQUIPMENT

- Methodology of workshops and working groups
- Strategic SWOT and other strategic and situational diagnostic methods
- Group dynamics (e.g., "the inner vision")
- Methods of participatory idea formulation

APPLICATIONS

- Strategic plan as a guide for decision-making in management areas.
- Addressing organizational change processes.
- Development and implementation of management systems.
- Input for the definition of public or corporate policies.

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