



Strategic Planning: Essential Skills for Business and Leadership Growth

Northeast Ohio's Foremost Strategic Planning Course

Building Successful Companies Through Strategic Thinking, Vision And Execution Since 1979

Take your Business to the Next Level

Is your business as profitable as it could be? Do you spend too much time working in your business instead of on your business? Are you working too hard/ too many hours?

Strategic Planning: Essential Skills for Business and Leadership Growth will help you overcome obstacles while building a solid foundation for growth through executive level business education and relationships with peers and advisors.

A Plan to Succeed: Why this Course is a Must

A well designed strategic plan can improve business performance, increase profits and focus your efforts. Working with class instructors and your personal mentor, you will examine every element of your business, outline goals and performance objectives, create an action plan and lay out the expected results. Additionally, you will work with peers and advisors to address common challenges that face many business leaders:

- Increase profitability
- Succession planning
- Securing capital
- Adapting to rapidly changing markets
- Finding and hiring the right people
- Managing growth

A Powerful Tool for Your Business

Strategic Planning: Essential Skills for Business and Leadership Growth is a results-oriented process delivering a concentrated executive level business education focused on your business. Based on your business type, you will be matched with a course alumnus who will serve as your mentor and attend each of the ten Saturday morning class sessions with you. With the guidance of your mentor and support of your peers, your goals will come into focus as you explore issues such as:

- Your company mission – is it focused, supportive of your strategic goals and well understood throughout your organization?
- Your strengths and weaknesses – organizationally, by product and by market and their alignment with external opportunities and threats.
- Customers – do you understand why they buy from you?
- Products and services – how are you positioned against your competition?
- What is your strategy for differentiation?
- Does your company culture support your mission?
- Management and compensation systems – are they supporting your goals?
- Quality of life – are you getting what you want out of your business?

BY THE NUMBERS

41

Number of years the course has helped business owners grow

40

Classroom & Mentor hours to complete the program

760

Alumni who have successfully completed the course

It's time to make more money and take your business to the next level. Join hundreds of alumni who completed this course and changed their businesses for the better!

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Brought to you by the Greater Cleveland Partnership's small business division, COSE and SPC 3.0

Program Agenda 2021-2022

SESSION 1

Saturday, September 25, 2021

- Introductory preparation
- Corporate Strategy / SWOT analysis
- Beginning with the end in mind

SESSION 2

Saturday, October 9, 2021

- Paul Chaffee and Cindy Chaffee - "Mission/Vision"
- Strategic Business Units (SBU)
- SBU performance analysis

SESSION 3

Saturday, October 23, 2021

- Generic competitive strategies
- Comparative competitive strategies
- Strategies to improve competitive positioning

SESSION 4

Saturday, November 6, 2021

- SBU strategic plans
- Content marketing presentation
- Fall social gathering in the evening

SESSION 5

Saturday, November 20, 2021

- John Milos, ex-CEO, Stylin' Concepts - "Three Things to Grow a Business Rapidly and Very Profitably"

SESSION 6

Saturday, December 18, 2021

- Sales forecasts
- SBU customer acquisition plans
- Sales techniques to improve sales growth
- Paul Chaffee - "Net Promoter Scores" (NPS)

SESSION 7

Saturday, January 8, 2022

- Corporate life cycle
- Leadership development and boards
- Building effective organizations

SESSION 8

Saturday, January 22, 2022

- Human Resources function
- Key manager selection
- Paul Chaffee - "The Gallup 12"

SESSION 9

Saturday, February 5, 2022

- Management systems
- Strategic financial performance & financial planning
- "Doing Business with the Bank"
- Putting the plan together

SESSION 10

Saturday, February 12, 2022

- Jim Aussem, Esq., Partner, Cavitch, Familio & Durkin Co., LPA - "Succession Options"
- Personal financial planning for success
- Building value in your company
- Ownership/leadership succession
- Graduation

DATES

September 2021 - February 2022

Saturday mornings

TIME

8:00 a.m. - 12:00 p.m.

LOCATION

To be determined

COURSE FEE

- \$3,995
- Discounts available for COSE/GCP members
- Early-bird special discounts available
- All sessions will be recorded and available for review

CONTACT

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spc30.com

"This Strategic Planning Course has played a huge role in the success of my company. The insights gained, lessons learned and relationships developed have enabled our growth as a company and my personal transition from technician to leader."

— Paul Doherty, President, Wecall Inc.