



Goering Center for Family & Private Business STRATEGIC BUSINESS PLANNING INSTITUTE

Focus your business and define your competitive advantage

Did you know strategic planning is the number one job of top management, and the number one tool of success?

By the end of the institute curriculum, your team will have co-created three documents that define clarity of future direction, the key priorities that matter most and metrics to track your progress.

Prior to beginning the Strategic Business Planning Institute (SBPI program) you will have a private meeting with your curriculum leaders to define “who and where” your business is today.

Then, in concurrent sessions that build upon previous session topics, you will develop the tools necessary to craft, execute and evaluate your own business plans.

Enrollment in the Strategic Business Planning Institute will be limited to 4 family businesses.

Session 1

- **Basics of Business Planning**
- **Where Do You Want to Be?**
- **Drafting a Strategy Foundation**

Session 2

- **What Direction Will You Take?**
- **Who Are your Customers?**
- **Big Hairy Audacious Goal**

Session 3

- **Planning Themes**
- **Setting Measurable Goals**
- **Aligning Your People**

Each session includes group segments and facilitated individual company breakouts.

Learning Objectives

- To understand the difference between operational planning, long-range planning and strategic planning and how to appropriately use them
- To understand the terminology related to planning
- To be introduced to thought leaders on the topic
- To understand how to assess the quality and clarity of a business plan
- To understand how well your organization is executing their current plan
- To understand the components and importance of a strategy foundation for your business
- To frame a long range plan for your organization
- To understand the key elements in execution and how to assess progress

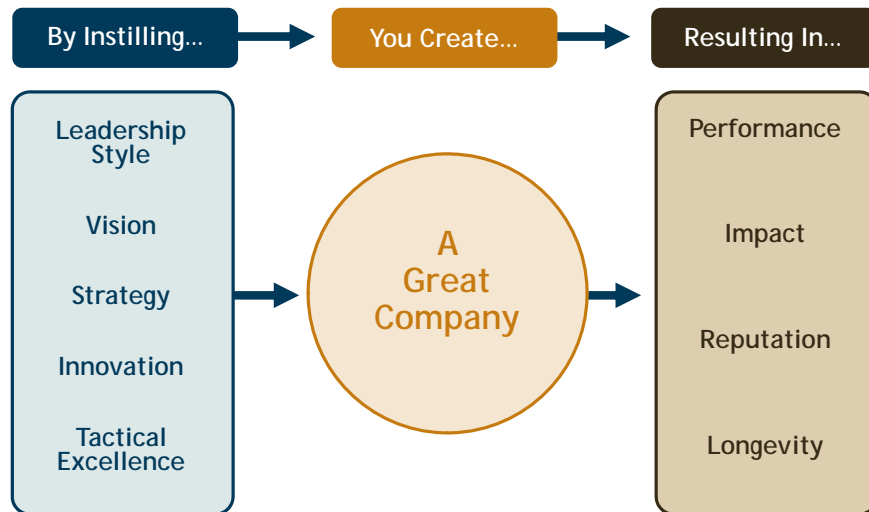


SBPI sessions are designed exclusively for Goering Center family businesses and conducted by Pathway Guidance, LLC a Cincinnati-based mid-market strategy consulting firm. Curriculum leaders are expert in business execution processes, sales strategy, innovation and performance.



“Executing strategy requires building an organization that has the ability to plan and execute, while at the same time, overcoming the inevitable surprises in business. This is the biggest and toughest challenge in business.”

“Good to Great”



Source: Good to Great, Jim Collins



TUITION: \$7500, includes up to six management team members

INSTITUTE LOCATION:

Crowne Plaza Hotel
 171 & Pfeifer Road
 Blue Ash
 Cincinnati, Ohio 45242

CLASS SCHEDULE: To be announced
All Full Days

- Session 1 -
- Session 2 -
- Session 3 -

Please enroll our company.
 My 50% registration fee is attached.
(Please make checks payable to the Goering Center.)

I am interested; please contact me.

Name: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

E-Mail: _____

Please mail registration and check to:
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