

## Jennifer Engle Speaking Topic Outline

# Focusing on the Big Picture

### ***Developing A Strategic Vision and Plan for Your Business or Non-Profit***

Are you making important organizational decisions based solely on financial concerns? Frustrated by dealing with the same operational headaches day after day? Do you wonder why you, and your employees, are so stressed? More than likely, these problems are symptoms . . . of a need to realign your company's or non-profit's strategic priorities.

*Focusing on the Big Picture* will actively involve you and key stakeholders in creating or updating your strategic plan. You'll identify your vision for the future; assess strengths and weaknesses, as well as potential threats and opportunities; pinpoint your mission; and redefine your strategies, goals and objectives. Your organization's unique GPS document will enable you to move forward into an exciting and sustainable future.

### ***Benefits***

At the conclusion of these lively, interactive sessions, participants will:

- Understand the benefits of creating a written strategic plan and have a draft of one in their hands
- Recognize the benefits of brainstorming, teamwork, and prioritizing
- Know how to conduct and carry out a diagnostic organizational assessment
- Know how to identify potential resources
- Know how to identify and prioritize strategies that align with their vision
- Know how to produce goals and objectives for those strategies
- Know how to monitor and evaluate progress toward achieving those goals and objectives

### ***Program Includes***

- Introductory overview via PowerPoint presentation with audience participation
- Written goals and objectives with timeline for each day's activities
- Spirited discussions and brainstorming sessions to identify various components – facilitated and monitored by presenter
- Hands-on work sessions in small groups – directed and monitored by presenter
- Interactive plenary sessions evaluating small group work – facilitated by presenter
- Handouts highlighting each day's progress

### ***Program Delivery Options***

Optimum – 2 -3 day (depending upon size and status of organization) retreat or in-house with no business interruptions

Can be modified as 60 – 90 minute interactive PP overview program and/or a one day retreat without hands-on sessions

**Book  
Jennifer  
Engle  
Today!**

Learn more about Jennifer Engle now at [www.WomenCentric.net/Jennifer-Engle](http://www.WomenCentric.net/Jennifer-Engle)

For amazing results call 845-362-7880, or E/M us about your program needs: [BookASpeaker@WomenCentric.net](mailto:BookASpeaker@WomenCentric.net)