

FROM VISION TO ACTION:



STRATEGIC PLANNING IN UNPREDICTABLE TIMES

“Lori Silverman is a draw. She spoke to NAWBO-Madison about ‘Re-inventing Your Business’ and her words have been the buzz ever since. Her presentations are content rich, entertaining and delivered masterfully. Lori gives business owners in her audience what they want—real-world perspective, thought-provoking ideas and ‘can do’ spirit.”

Robyn Kitson, NAWBO-Madison Program Chair
Kitson Marketing, Inc.

Few organizations effectively plan for the long term. Often, strategic plans are really short-term operational plans or a repeat of past initiatives. Because leaders are regularly drawn to the demands of the present, they may not address the requirements of the future. Some even contend that in a world where uncertainty and instability are predominant, that it is impossible to plan in longer than one to two year increments. In this presentation you will hear about a practical approach to strategic planning that takes into account future trends and uncertainties and their implications on the organization’s long-term success. Learn how to develop a vision based on these factors and how to translate it into breakthrough strategies and actionable steps that help the organization to clearly focus and achieve its targets.

YOU WILL DISCOVER...

- A step-by-step, easy-to-use approach for creating a viable, long-term strategic plan.
- How to create environmental scan questions to better grasp future trends and uncertainties.
- How to develop a compelling vision statement for your organization.
- Techniques for determining high priority breakthrough strategies.
- How to develop implementation plans to ensure commitment and follow through.
- The criticality of engaging in various types of ongoing plan reviews.

POSSIBLE FORMATS

- Keynote
- Half-day workshop
- Full-day workshop

WHO SHOULD ATTEND? YOU SHOULD IF YOU...

- Are responsible for leading strategic planning initiatives.
- Participate in strategic planning work.
- Want to move your organization in a strategic direction.

LORI L. SILVERMAN

Engaging. Captivating. Humorous. Passionate. Effective.

Lori Silverman is a speaker, consultant, trainer, and author who strives in her work to connect people to possibilities and to each other. Her savvy yet down-to-earth style has helped dozens of individuals and companies to realize their true potential and professional success. Lori’s highly energized and enthusiastic approach and magical stories inspire her audiences to take action. A member of the National Speakers Association, she has mesmerized thousands of people with a variety of topics—ranging from the humorously edu-taining “Schmoozing: Meet, Greet and Speak with Ease” to weighty business topics such as “More than a Quick Fix: Organizational Change that Sticks.”

Lori owns Partners for Progress, a management consulting firm dedicated to helping organizations think and act differently so they can move to the next level of performance. She’s authored myriad articles, workbooks, and books including *Critical SHIFT: The Future of Quality in Organizational Performance* and *Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick*. Her new book is titled, *Wake Me Up When the Data is Over: How Organizations Use Stories to Drive Results*. Having earned two Master’s, in business and in counseling, and a B.S. in psychology, Lori shares a fascinating perspective with her audiences.