



# Strategic Planning Challenge™

## TEAM DEVELOPMENT

Promote collaboration while honing strategic planning skills

**U** *Unlock the secret of synergy at the strategic level.*

### WHAT IS THE STRATEGIC PLANNING CHALLENGE?

Developed by Dr. Robert A. Cooke, the *Strategic Planning Challenge* provides an opportunity for managers and executives to improve their strategy formulation and implementation skills as well as their ability to work together as a team. Specifically, the exercise challenges participants to identify the optimal sequence for carrying out 18 activities relevant to an effective strategic management process.

### HOW DOES THE STRATEGIC PLANNING CHALLENGE WORK?

Solutions to the *Strategic Planning Challenge* are developed first on an individual basis and then by groups. Individual and group solutions are then compared to the recommended solution and rationale based on the strategic planning, international management, and marketing literature. Comparisons between individual solutions and the recommended solution indicate how well participants are exercising their strategic planning and complex problem-solving skills. Comparisons between participants' individual scores and their team's score indicate whether they achieved synergy by fully using and building on their collective knowledge and skills.

The *Strategic Planning Challenge* takes approximately 1¼–3 hours to complete, including scoring and debriefing.

### APPLICATIONS

The *Strategic Planning Challenge* can be used as an icebreaker, overview, central activity, wrap-up or summary activity, pre-test/post-test, or follow-up activity for programs focusing on:

- Strategic planning
- Team building

The exercise can also be used as a basis for:

- Kicking off a strategic planning initiative
- Improving existing strategic plans and processes
- Developing an international business plan

### WHO SHOULD EXPERIENCE THE STRATEGIC PLANNING CHALLENGE?

The *Strategic Planning Challenge* is appropriate for executives, managers, and others who participate in corporate or business unit strategic planning and planning for global operations.

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