



# 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 owners:

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

### A Powerful Tool for Your Business

**Strategic Planning: Essential Skills for Business and Leadership Growth** is a three-month virtual course followed by an in-person course in the fall. This results-oriented process delivers 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 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?
- Products and services – how are you positioned against your competition?
- Your strengths and weaknesses – organizationally, by product and by market and their alignment with external opportunities and threats.
- What is your strategy for differentiation?
- Customers – do you understand why they buy from you?
- 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

15

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 business for the better!**

[spc30.com](http://spc30.com)

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

# ZOOM Program Agenda 2021

## SESSION 1

**Wednesday, January 27, 2021 at 8:00 a.m.**

- Introduction: what & why
- Corporate Strategy & SWOT
- Paul Chaffee and Cindy Chaffee, Frontline Education - "Mission/Vision"

## SESSION 2

**Wednesday, February 10, 2021 at 8:00 a.m.**

- Strategic Business Units (SBU)
- SBU performance analysis
- Elizabeth Irwin, Irwin & Associates, Inc. - "SBU Performance Analysis"

## SESSION 3

**Wednesday, February 24, 2021 at 8:00 a.m.**

**Social Hour 5:00 p.m.**

- Generic competitive strategies
- SBU competitive analysis
- Strategies to improve competitive positioning

## SESSION 4

**Wednesday, March 10, 2021 at 8:00 a.m.**

- Net Promotor Score
- Winning at the point of sale

## SESSION 5

**Wednesday, March 24, 2021 at 8:00 a.m.**

- Hal Becker, The Becker Group - Sales/Customer Service
- Corporate life cycle & Organizational Growing Pains
- Gallup Q12: employee engagement & retention

## SESSION 6

**Wednesday, April 7, 2021 at 8:00 a.m.**

- Human Resources & Key Manager Selection
- Management/Leadership Systems
- Jim Aussem, Esq., Partner, Cavitch, Familio & Durkin Co., LPA  
"Incentivizing Management and Ownership"

## DATES

January 2021 - April 2021  
on 6 Wednesday mornings

## TIME

8:00 a.m. - 10:30 a.m.

## LOCATION

Online

## COURSE FEE

- \$1,495
- Discounts available for COSE/GCP members
- All sessions will be recorded and available for review

## CONTACT

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[spc30.com](http://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.