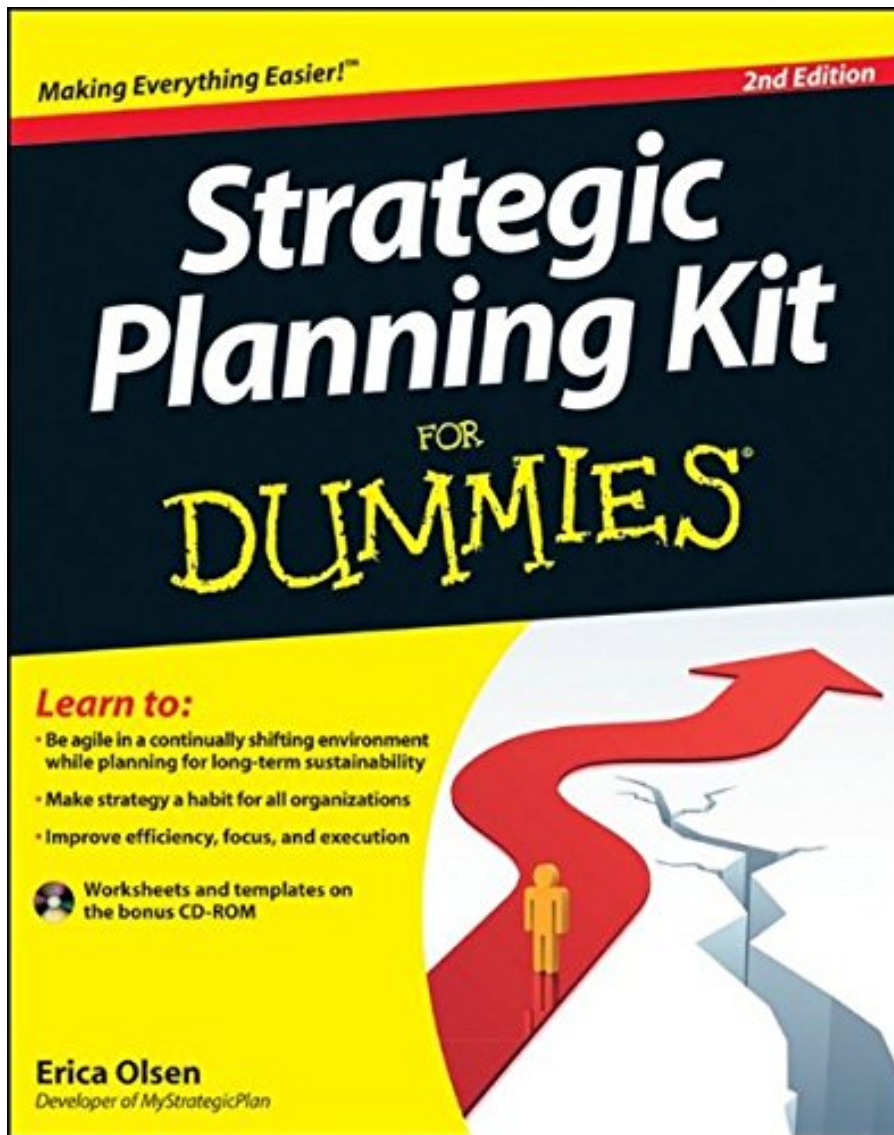


STRATEGIC PLANNING KIT FOR DUMMIES BY ERICA OLSEN



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From the Back Cover

The fast and easy way to think and act strategically

Are you a business owner or management professional looking to weather current economic storms while planning for future growth? Providing practical, field-tested techniques and a complete 6-phase plan, Strategic Planning Kit For Dummies shows you how to make strategy a habit for all organizations, no matter the size, type, or resource constraints.

- Strategic Planning 101 — get plain-English explanations of the who, how, why, and when of strategic planning
- The nuts and bolts — discover your core DNA, identify your strategic issues, find your competitive advantage, and develop your mission, vision, and values
- Collect your data — gather information that's critical for your strategic decision making, assess your business and its capabilities, and see your company through your customers' eyes
- Pave a clear path — plan for the future, determine how to grow and be sustainable, and identify and evaluate opportunities

Open the book and find:

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About the Author

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Think and act strategically every time

In today's business environment, strategic planning stresses the importance of making decisions that will ensure an organization's ability to successfully respond to changes in the environment and plan for sustainable viability. Providing practical, field-tested techniques and a complete 6-phase plan, Strategic Planning Kit For Dummies shows you how to make strategy a habit for all organizations, no matter the size, type, or resource constraints.

Strategic Planning Kit For Dummies is for companies of all types and sizes looking to build and sustain a competitive edge, set up an ongoing process for market assessment and trend analysis, and develop a vision for future growth. This revised edition includes: new and updated content on planning for both the short and the long-term; crucial information on succession planning; help preparing for the unexpected using scenario planning and agile strategy; strategies for implementing change and integrating strategic plans successfully by involving all staff members; and more.

- The supplementary CD lays out a comprehensive, 6-phase, step-by-step program, complete with downloadable spreadsheets, charts, checklists, video links, and more
- Provides value for any business or entrepreneur looking to improve efficiency, focus, and competitive edge
- Includes practical, field-tested techniques

Strategic Planning Kit For Dummies gives today's business owners and upper-level management the tools and information they need to think and act strategically in order to more effectively weather current economic storms while planning for future growth.

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Most helpful customer reviews

9 of 9 people found the following review helpful.

Practical (not just theoretical)

By Joe American

Don't let the name fool you, this is a pretty thorough look at the Strategic Planning process, by someone with experience at helping people think through the future of their organization. What I appreciated most was that the author is not lost in theory, but rather works you through a practical approach, under the assumption that you are going to use the material, not just read about it. Included with the book is a CD with templates to help you do just that. So many books on strategy are theoretical; this one is practical.

If you are looking for a book on the latest MBA ideas, this is not it (as its name implies). But it's ideal for someone with a small organization to run, who doesn't want to get knee deep in planning as a hobby, but

needs practical help. Good work.

5 of 5 people found the following review helpful.

Useful how to do it view of strategic planning

By Steven Peterson

We hear a lot about strategic planning. However, many of us probably are not very well versed on the subject. If you want a quick and dirty introduction that provides some tools, this book will suffice. While the book focuses on planning in the private sector, some elements are applicable to nonprofits and the public sector (for instance, SWOT analysis is widely used). However, one should know that the primary focus is on business.

What is the book about. Quickly to summarize in the author's own words (Page 1): "This book is about getting from Point A to Point B more effectively and having more fun along the way. Part of that journey is the strategy and part of it is the planning, development, and execution."

The book features 20 chapters and has a CD that can help understand and use basic tools of planning. To illustrate, consider SWOT analysis. This is an evaluation of the internal aspects of an organization--its strengths and weaknesses. There is also an external evaluation of opportunities and threats. Hence, SWOT--strengths, weaknesses, opportunities, and threats. The CD provides a template for SWOT.

There is discussion, too, of other aspects of strategic planning, such as benchmarking.

In short, a reasonably good introduction to strategic planning in the business world.

2 of 2 people found the following review helpful.

Decent read, but not impressive.

By Amazon Customer

As with most Dummies books, I like the way that layout of important information are organized; the symbols and icons used to make the guide very readable.

This book is probably a one-stop theoretical book for someone who wants to learn more about business ideas, and is more like a textbook that a student uses to study for Business Administration or Organization Development. It basically combines both information into a book that is useful for someone who has little or no background in Business Studies, and will be useful to someone who does not have a corporate background.

I was not too impressed with the software that was provided as the templates were based on the information that could be found in the book and could fairly easily be typed onto a template or be incorporated into the book in the first place. I was hoping that they have templates either in the form of Word or Excel where you could make changes - something more dynamic than a PDF file.

However, it has some useful videos links for people who may not have the time to run through the chapters and instead opt for a audio-visual experience provided. Again, these videos are based on theories that are in the book and are the typical facilitation sessions that one will receive while working in a corporation.

Overall, I would say that this book is good for someone who:

- (a) has no business studies background and wants to have some business/marketing knowledge.
- (b) is working in a corporate setting and wants to understand the business culture of the organization.
- (c) intends to have a small business - some ideas like SWOT analysis, competitor analysis etc are quite

useful.

(d) a facilitator or CON-SELLtant who wishes to sell their solutions to their audience.

(e) a job-seeker who wants to sound intelligent during an interview.

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