



MENDOZA COLLEGE OF BUSINESS

Nonprofit Executive Programs

How to Make a Strategic Plan that is Used and Works!

March 24-25, 2016

AT&T Executive Education & Conference Center
1900 University Ave.
Austin, TX 78705



Sponsored by:

**WELLS
FARGO**



UNIVERSITY OF
NOTRE DAME

Mendoza College of Business

MENDOZA COLLEGE OF BUSINESS

Nonprofit Executive Programs

How to Make a Strategic Plan that is Used and Works!

Thursday, March 24, 2016

All sessions will be held in classroom 106

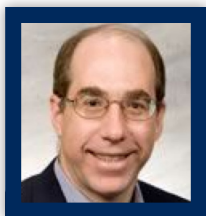
8:00 – 9:00 AM | Registration located in M2 Lobby Level

8:00 – 9:00 AM | Continental breakfast located in Tejas: Conference Dining Room

9:00 AM – 10:15 AM | **Essentials of Strategic Planning: What Works, What Doesn't, and How Can I use my Plan to Drive Results**

Presenter: John Michel, Associate Professional Specialist, University of Notre Dame

If you are frustrated by a lack of direction, growth stagnation or strategic confusion in your organization, don't miss this CTI program! In this fast paced two-day workshop, you will learn how to generate growth in your organization by discovering your uniqueness through a strategic focus on the "three circles" model. John Michel will guide you on how to determine your most attractive projects to help you avoid program creep and learn how to prioritize project selection. The sessions will be a combination of real-world case studies and breakout sessions where you will work on your strategic plan project and report out as a group so that the participants will learn from each other. John will share up to date best practices for strategic planning and how to use "scenario planning" to prepare your organization for unpredictable futures. Equally important, you will take home tools, rubrics and frameworks to share with your chamber leaders, members and strategic planning teams, and learn techniques for retreats and planning exercises with key people in your organization.



John Michel is an associate professional specialist in the department of Management at the University of Notre Dame. In 2014, he received the Outstanding Teaching Award in the Master of Science in Business. His research interests include competitive strategy and dynamics, international strategy, and top management teams. His teaching interests are in the areas of strategic management, business foresight, and management of nonprofit organizations. Mr. Michel received his B.A. from Tulane University, and his Master's degree and Ph.D. from Columbia University. He has published in the *Academy of Management Journal*, *Strategic Management Journal*, *Journal of Business Research*, and *Communications of the ACM*.

10:15 – 10:30 AM | Break in the Conference Break Area

10:30 AM – 12:00 PM | **Case Analysis: Strategic Thinking and Execution-Porter Airlines**

12:00 – 1:00 PM | Lunch located in Tejas: Conference Dining Room

1:00 – 2:15 PM | **Competition and Growth in Three Circles**

2:15 – 2:30 PM | Break in the Conference Break Area

2:30 – 4:00 PM | **Application Breakout: Mapping Your Three Circles for Growth**

MENDOZA COLLEGE OF BUSINESS

Nonprofit Executive Programs

How to Make a Strategic Plan that is Used and Works!

6:00 – 8:00 PM | **Chamber Training Institute Reception**

H.J. Lutchter Stark Center for Physical Culture and Sports, 403 E. 23rd St., NEZ 5.700, Austin, TX.; Reception hosted by the USHCC Foundation and sponsored by Wells Fargo

The Stark Center is located on the 5th Floor in the North End Zone (NEZ) of DKR Memorial Stadium. Guest parking at Manor garage will cross Robert Dedman and go to the right (towards Bass Concert Hall & 23rd street). When turning the corner of the football stadium one can find and enter Gate 16 (glass double doors with clear label indicating Gate 16). After entering Gate 16, there is an elevator lobby to the immediate left. There, one can take the elevator to floor 5, where the doors will open into the reception.

Friday, March 25, 2016

All sessions will be held in classroom 106

8:00 – 9:00 AM | **Continental breakfast located in Tejas: Conference Dining Room**

9:00 AM – 10:15 AM | **Innovation—Innovating Without an R&D Budget**

Presenter: John Michel, Associate Professional Specialist, University of Notre Dame

10:15 – 10:30 AM | **Break in the Conference Break Area**

10:30 AM – 12:00 PM | **So Many Options, So Little Time, What's Next—
Frameworks for Project Selection**

12:00 – 1:00 PM | **Lunch located in Tejas: Conference Dining Room**

1:00 – 2:15 PM | **Strategic Foresight—Getting Future Ready
Through Scenario Development**

2:15 – 2:30 PM | **Break in the Conference Break Area**

2:30 – 4:00 PM | **Application Breakout: Developing Your Future Scenarios**

HAVE A SAFE TRIP HOME!



UNIVERSITY OF
NOTRE DAME

Mendoza College of Business

