



# MENDOZA COLLEGE OF BUSINESS

**Nonprofit Certificate Education**

## Strategic Planning and Implementation

February 22-24, 2017

The Tech Museum of Innovation  
201 South Market St.  
San Jose, CA 95113



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Mendoza College of Business

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### Strategic Planning and Implementation

All sessions will be held in the Design Challenge Learning Institute

**Wednesday, February 22, 2017**

#### STRATEGIC PLANNING AND IMPLEMENTATION

Solid strategic planning is the cornerstone to organizational success. Strategic plans provide clear direction to organizations, maximize resources and help move organizations toward their ultimate vision. Based on a framework developed by Pearce & Robinson, this three-day course presents you with a comprehensive approach for both developing and implementing a successful strategic plan. In addition to learning how to create the framework and roadmap for an effective strategic plan, you will learn how to examine both your internal and external environment in order to develop high-level strategies to reach your organization's goals.

In addition, the sessions will teach you how to implement your strategic plan using sound and proven portfolio and project management techniques. You will learn how to create an organizational culture that aligns resources toward your company's goals, that executes projects successfully, and that solves problems in an efficient and productive manner.

This is a highly interactive course that will keep you engaged through open discussions and group exercises.

**8:00 – 9:00 AM | Registration outside of the Design Challenge Learning Institute room**

**8:00 – 9:00 AM | Breakfast located in the Greeting room**

**9:00 AM – 12:00 PM | A Framework for Strategic Planning presented by \*Michael Bender, President, KSP Partnership Inc.**

In this session, **A Framework for Strategic Planning**, Michael Bender will introduce you to the fundamentals and framework for strategic planning. In addition to introducing you to the core concepts of strategic planning, he will share his insights for creating a roadmap that will not only allow you to create a successful plan, but also implement it. With Bender's help, participants will learn to facilitate an in-depth examination into their own organizational structures and internal operating environments.

**10:30 – 10:45 AM | Break**

**12:00 – 1:00 PM | Lunch located in the Greeting room**

**1:00 – 4:00 PM | External Analysis, Strategic Choices, Grand Strategies and Objectives presented by Michael Bender**

In this session, **External Analysis, Strategic Choices, Grand Strategies and Objectives**, Bender will guide you through a thorough examination of your organization's external environment. Based on your internal and external environments, Bender will assist participants in making strategic choices, selecting grand strategies and establishing long-term strategic objectives for their organizations.

**2:30 – 2:45 PM | Break**



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6:00 – 8:00 PM | **Chamber Training Institute Dinner Reception (Olla Cocina; 17 North San Pedro, San Jose, CA) Reception hosted by the U.S. Pan Asian American Chamber of Commerce**



**\*About Presenter Michael Bender:** A world-renowned speaker, author, and educator, Michael Bender has trained thousands of executives, leaders and professionals in subjects including strategic planning, project management and organizational culture. Bender has written six books on these topics and has published multiple articles and white papers. As CEO and lead researcher for The Fatwood Group, a nonprofit organization specializing in advancing adult education, Bender developed innovative techniques for improving adult education and cultural change. Bender began his career as a project manager working on high-technology products including the Hubble Space Telescope, air traffic control systems in Taiwan, the UK, and the US and the U.S. weather radar system.

## Thursday, February 23, 2017

8:00 – 9:00 AM | **Breakfast located in the Greeting room**

9:00 AM – 12:00 PM | **Organizational Policies and Short-Term Objectives presented by \*Kimi Hirotsu Ziemski, KSP Partnership Inc.**

In this session, **Organizational Policies and Short-Term Objectives**, Kimi Hirotsu Ziemski will take you through the tactical aspects of strategic management. You will begin by examining the mechanics of workflow and the hierarchical nature of objectives. Next, you will learn how to use this framework to establish the key organizational policies and short-term objectives necessary to achieve the longer-term objectives for your organization.

10:30 - 10:45 AM | **Break**

12:00 - 1:00 PM | **Lunch located in the Greeting room**

1:00 - 4:00 PM | **The Strategic Portfolio presented by Kimi Hirotsu Ziemski**

In this session, **The Strategic Portfolio**, Kimi Hirotsu Ziemski will teach you how to design a strategic portfolio of programs, projects and activities that will help lead your organization toward its ultimate vision. You will learn about the core concepts of portfolio management, then apply these concepts to your organization.

2:30 – 2:45 PM | **Break**

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**\*About Presenter Kimi Hirotsu Ziemski:** With more than 15 years of experience as a professional performance improvement specialist, Kimi Hirotsu Ziemski has extensive expertise in enterprise and governmental organizations. Hirotsu Ziemski has worked with thousands of people and organizations to help them refine their strategic planning and execution skills, improve their productivity and accelerate their organizational evolution. Additionally, she has helped improve the leadership capacity for the technical professionals the organizations with which she has served. Specializing in strategic and project leadership skills, Hirotsu Ziemski's experience includes both public and private organizations and spans several continents.

## Friday, February 24, 2017

8:00 - 9:00 AM | Breakfast located in the Greeting room

9:00 AM - 12:00 PM | **Defining Strategic Projects** presented by Kimi Hirotsu Ziemski

In this session, **Defining Strategic Projects**, Kimi Hirotsu Ziemski explains how to clearly define the projects your strategic plan needs for success, and how these projects help your organization achieve specific strategic goals. She begins by discussing the importance of establishing clear project definitions, which is one of the most important aspects of strategic management.

10:30 - 10:45 AM | Break

12:00 - 1:00 PM | Lunch located in the Greeting room

1:00 - 4:00 PM | **Organizational Culture and Controls** presented by Kimi Hirotsu Ziemski

In this session, **Organizational Culture and Controls**, participants will examine how to control and manage strategic projects and how to adjust projects as needed to capture your strategic goals. With your strategic portfolio in place, Hirotsu Ziemski will help you determine how to create an organizational culture that executes programs and projects successfully.

2:30 - 2:45 PM | Break

