



## Professional Development Seminar

*Expand your skills, invest in your team!*

### Strategy Planning for Teams: Planning for Growth

**Date & Time:** Wednesday, December 12, 2018, 8:30am-11:30am **Cost:** \$125

**Location:** Higher Education Center, Medford Rm 129B

**Description:** What if you had a terrific, innovative idea to grow your business? How do you *plan it out*? What questions do you ask, and in what order? Does it even *matter*, or should you “just do it” and see what happens?

Planning *does* matter. As you plan, you’re looking for the “no” as well as the “yes,” meaning that if you skip key questions, you’re likely to get burned down the road. This discipline is also called Strategy Development.

In this workshop we will step through about a dozen critical questions, which you will apply to your specific business or breakthrough idea. You will write down your answers and iterate as we go. It turns out that the *order* of addressing the questions is critical, and many small companies get it wrong and pay a price for it. We’ll be looking for the red flags as well as the golden opportunities. You will come away with the (handwritten) beginnings of a business plan/strategic plan that you can take home and flesh out.

Strategic planning is more art than science. Yes, there is a *process*, but there’s also a lot of jumping around and revisiting. Getting it in *writing* is key...then you can keep your eye on the ball, measure your progress, and deliberately pivot if needed (and it very often is!); versus just sliding along and hoping for the best.

It is highly recommended that *more than one person* from each company or entity attend the workshop together.

#### Why would you want to go to this workshop?

- You have a great idea, and you’d like to figure out if it will fly;
- Your business is muddling along, but you’ve never really developed a satisfactory strategic plan, especially how to *grow* your business;
- You are at a crossroads, you need some new ideas, but you keep coming up empty; this workshop can provide a little stimulation and triangulation.



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### Learning Concepts:

- The basic *elements* of a strategic plan
- The basic *process* of strategic planning
- An introduction to the Porter model:  
who keeps the profits
- When to plan, and when to “just do it”  
and see what you learn
- How to incorporate multiple viewpoints  
into a planning document
- How the elements of the plan affect  
each other

**About the Presenter:** John Lamy has fifteen years of experience as a management consultant for technology firms around the globe, following a long history in research & development engineering management for Silicon Valley companies. John moved to Jacksonville in 2005 and more recently has enjoyed contributing his expertise to his adopted community. John and his wife like to sail, bike, kayak, ski, and spend time with their two amazing grandsons. John holds a B.S. from MIT and MBA from Cornell. He notes that project management and metrics can be applied to all sorts of things, including home projects, to make life easier.

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