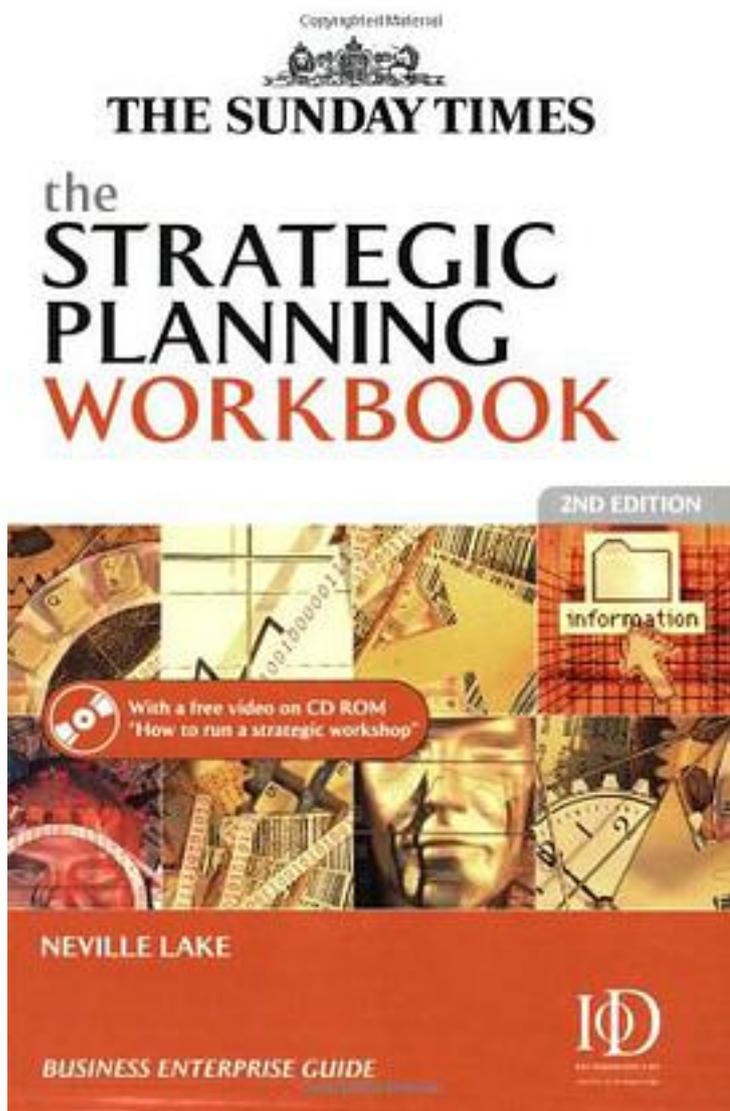


# The Strategic Planning Workbook



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With new material on crafting mission, vision and value, The Strategic Planning Workbook enables the reader to do the thinking, gather the necessary information, make a decision and translate conclusions into action plans. It covers the strategic planning process step by step. In a clear, pragmatic style, Neville Lake draws on a mixture of his own diagnostic tools, analytical techniques and decision-making processes, along with many strategic planning standards and favorites. Whether you are a manager in a large organization with responsibility for revitalizing your division or an owner / manager of a small business looking to take your business to a new level, The Strategic Planning Workbook will become your indispensable guide and reference tool. Following it you will get the job done. The accompanying CD-ROM includes a 40-minute video presentation by the author that takes you through the eight decision-making techniques as they are used in a strategic planning session.

作者介绍:

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