

Applied Strategic Planning: An Introduction



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This guidebook provides an overview to the proven Applied Strategic Planning process. Written for the planning team and other key members who will participate in the process, this important resource offers encouragement for the team who must provide data for the planning process and helps to identify questions for further discussion. The Applied Strategic Planning approach helps organizations identify their ideal future and develop a plan to achieve that future. ASP is highly responsive to environments undergoing rapid change, where the very rules of doing business are constantly shifting. The companion *The Applied Strategic Planning Consultant's Toolkit*—written by the consultants who created the process—includes the tools, techniques and processes that can help guide an organization through the strategic planning process.

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