

The Power of Planning

Today, more than ever before, membership organizations must prove their relevance to the customer. Gone is the day when a company joins the Chamber of Commerce because it's the "community thing to do". We must show the customer that there is a real return on the investment being made in the organization. The planning process reveals what tools and resources we need to be successful. It demonstrates to the member and to our key volunteers that we are serious about accomplishing important objectives. It gives us a track to run on. (45 - 60 minutes)

Course topics include:

- Strategic planning tools & techniques
- Processes for strategic planning
- An understanding of the language of planning
- How to develop measurements of success
- Execution of the plan