

PETERSCOMMUNICATIONS

STRATEGIC MANAGEMENT SEMINAR

.....designed to help management create change, redefine goals, crystallize a future vision and initiate what must be accomplished for success.

DEFINITION

.....a series of management focus group meetings and activities structured to create consensus, priorities, clarification, commitment and a defined focus.

OBJECTIVE

.....redefine, rethink and re-evaluate internal and external relationships, product, service, activities, perception, communications and relationships.

INGREDIENTS

The Management Seminar includes the following activities:

- Goals redefined and their applications.*
- Assets and liabilities analysis*
- Facts and misconceptions analysis*
- Prioritization of company and department activities*
- Organization values selection and assimilation*
- Mission and positioning statements*
- Internal departmental relationships analysis/adjustment*
- Future model creation and definition*
- Reality/perceptual analysis of product and company*
- Standards of performance installation*
- Departmental and company needs determination*
- Creation of a communications model*
- Plan of action development*
- Establishment of employee accountability activities*
- Development of Focus, unity, consensus and vision*
- Consolidation and control of all communications*

METHODS

.....*facilitates, participates, defines, motivates, explores, leads and channels direction towards the collective merging of ideas that will eventually become the basis for the future. It is consummated with the development of a specific vision and a plan of action that will translate the vision into a reality.*

RESULTS

.....*the opportunity to achieve the highest level of success through a more committed, knowledgeable, dedicated, unified body of employees with an action plan on the changing needs of the company and the marketplace.*

TIME FRAME

The management seminar is accomplished through a series of management focus group meetings. These are concentrated into three phases.

Phase I. Two-day (consecutive) series (retreat) of focus group meetings with management and department managers group to analyze, develop, define, prioritize and create.

Phase II. One-day (later date) wrap-up with management and department managers for implementation and successful completion of all activities.

Phase III. Continuing consultation with management for the successful application of that was accomplished during the management seminar.

AGREEMENT

Agreements are in the form of one time contract.

COST

Cost is based upon a one time charge plus reimbursement for travel and lodging expenses. The rate is based on market size.

CONTACT

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