

Moving from Strategic Planning to Getting Things Done: Bridging the Gap Between Planning, Strategy and Project Execution

Presented by Dr. Karen J. Price

In today's competitive environment, organizations face unprecedented levels of change and disruption. The more uncertain your environment, the greater your opportunity to react strategically, but only if you have the leadership skills positioning you to benefit! Did you know that according to a global leadership study by the Project Management Institute (PMI), published in *The Economist*, fewer than 5 percent of employees can articulate a basic understanding of their company's strategy and nearly 9 out of 10 organizations fail to execute their strategic planning priorities.¹

This course will help you as a company leader, aspiring organizational leader, or entrepreneur to bridge the gap between strategy and implementation. You will learn to both develop solid strategic planning priorities and how to deliver on your strategic objectives. Learn how external and internal factors impact an organizations' capacity to execute strategic priorities. In this seminar, you will gain an understanding of how the Wharton Business School's Six Skills, when mastered can help bridge this divide between strategy and implementation. You will analyze a fictional case and then apply your learning to create a strategic action plan aligned with industry best practices.

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“Companies fail or fall short of their potential not because of bad strategies, but because of a failure to implement good ones.”²

How will you benefit?

In this one-day seminar, you will learn fundamental approaches to strategic planning and prepare your organization for future success. You will examine your organization's strengths, challenges, and opportunities and develop a strategic intent as the foundation of your organization's plan. Become a more adaptive and strategic leader by taking a fresh look at your current status quo and develop a renewed vision based on strategy to improve outcomes.

Program Objectives:

- Identify ways that strategic planning differs from operational planning and management.
- Develop strategic intentions as the foundation of a strategic plan.
- Isolate the core capacities of your organization or business.
- Assess your organization's current situation using SWOT analysis.
- Engage in self-assessment to identify the leadership skills you might hone to be a more adaptive strategic leader.

References

1. Project Management Institute (PMI) (2013). Why Good Strategies Fail: Lessons for the C-suite. *The Economist*.

<https://www.pmi.org/-/media/pmi/documents/public/pdf/learning/thought-leadership/whygood-strategies-fail-report.pdf>

2. Butler, J. (2022). 90 percent of organizations fail to execute their strategies successfully: A white paper to help you avoid being a statistic. *Intellibridge*.

Biography

Dr. Karen Price is a seasoned higher education administrator and a visionary leader with a keen sense for strategy and innovation. She possesses two decades of experience in leading, designing, developing, and implementing educational programs in public and private higher education. Dr. Price currently serves as the Director of Institutional Assessment at Western Carolina University. In that role, she supports the implementation of WCU's annual data-driven assessment and continuous improvement reporting (CIR) processes for approximately 130 academic programs and 45 academic and student support units across the university, assumes primary responsibility for administration, oversight, and project management of the program review process, and serves on the University's Strategic Planning Committee. Throughout her career, she has implemented key initiatives to improve student enrollment, retention, and with the support of grant funding was able to re-imagine transition and academic support services for first year college students. She has also served as an accreditation consultant and peer reviewer for programmatic and institutional accreditation efforts.

Price received her doctorate in Organizational Leadership from the University of the Cumberlands in Kentucky, where her dissertation focused on institutional assessment. She attained her master's degree in sport psychology and behavior counseling at West Virginia University and received her bachelor's degree in communication science from the University of Pittsburgh.