

STRATEGIC PLANNING FORUM

WEDNESDAY | FEBRUARY 14, 2024



STRATEGIC MANAGEMENT: CREATING SUSTAINABLE HIGHER ED INSTITUTIONS FOR THE KINGDOM

PRESENTER: DRUMM MCNAUGHTON, CEO | THE CHANGE LEADER
FORUM SPONSOR | THE CHANGE LEADER, INC.

Overview: Strategic management and strategic planning are critical parts of a higher education leader's tool kit to deal with disruptions. A strategic plan is a well-thought-out institutional roadmap for the future, but more importantly, the planning process should bring diverse stakeholders together to discuss and develop the institution's path to its ideal future. This leads to a shared vision and buy-in, alignment across the campus, and helps to create focused positive energy to propel the effort forward. However, higher education institutions are increasingly facing serious disruptions—and those disruptions in today's world could make the institution obsolete if appropriate action is not taken. These situations beg the question — are there times when leaders need to consider scrapping a strategic plan before the designated endpoint?

7:00 – 8:00

Forum Buffet Breakfast — Regency Foyer

8:00 – 8:15

Welcome & Introductions

8:15 – 9:30

SESSION 1 — STRATEGIC MANAGEMENT PART 1: AN OVERVIEW OF THE PLANNING PROCESS PART

Overview: Given the VUCA world in which we live (volatile, uncertain, complex, ambiguous), strategic planning isn't good enough anymore — institutions need to take a more holistic approach to planning and implementation. Enter strategic management — a holistic approach to planning and change that creates sustainable and resilient higher education institutions. In this first portion of a four-part workshop, participants will learn:

- ▶ The three goals of strategic management systems
- ▶ The three requirements for creating sustainable higher ed institutions
- ▶ A new stakeholder-based planning system that creates actionable strategic and tactical plans that mitigate resistance to change

9:30 – 10:15

Refreshment Break — Regency Foyer

10:15 – 11:45

SESSION 2 — STRATEGIC MANAGEMENT PART 2: AN OVERVIEW OF THE PLANNING PROCESS PART 2

Overview: Given the VUCA world in which we live (volatile, uncertain, complex, ambiguous), strategic planning isn't good enough anymore — institutions need to take a more holistic approach to planning and implementation. Enter strategic management — a holistic approach to planning and change that creates sustainable and resilient higher education institutions. Let's continue to develop:

- ▶ The three goals of strategic management systems
- ▶ The three requirements for creating sustainable higher ed institutions
- ▶ A new stakeholder-based planning system that creates actionable strategic and tactical plans that mitigate resistance to change

11:45 – 12:00

A word from our Sponsor — The Change Leader

12:00 – 1:00

Buffet Lunch — Regency Foyer

1:00 – 2:15

SESSION 3 — STRATEGIC MANAGEMENT PART 3: CRAFTING ACTIONABLE VISIONS, STRATEGIES, AND TACTICS

Overview: The keys to creating an effective strategic plan is having actionable and accountable visions, strategies, and tactics. In this session, we will use the techniques that have been used with multiple ABHE and secular institutions to develop measurable visions, strategies, and tactics for your own institution.

- ▶ Develop an actionable vision and strategies for their own institution.
- ▶ Create metrics that enable them to measure vision attainment.
- ▶ Learn how to create buy-in for their strategies and align them across their institution.

2:15 – 3:00

Refreshment Break — Regency Foyer

3:00 – 4:15

SESSION 4 — MANAGEMENT PART 4: ENTERPRISE RISK MANAGEMENT

Overview: There are many who think the external environment changes too quickly to "waste" time on strategic planning. But what they really need is enterprise risk management practices – contingency planning that enables them to adapt their strategic plans to ensure they stay viable. This last session focuses on helping institutions improve their strategic planning process, and ultimately their financial performance, through holistic approaches to planning and risk management.

- ▶ Learn the key steps of enterprise risk management
- ▶ Understand the different roles that your institution's board and administration play in developing risk management strategies
- ▶ Learn how to categorize risk and weight it to understand how / if you create contingency plans for it

4:15 – 4:30

Wrap Up

6:00 – 8:30

CONNECTIONS DINNER — Ballroom B/C/D

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Transforming Higher Education Institutions