



Strategic Planning Workshop

Focus Company Efforts for Success in 2020

Does your company have a Strategic Plan?

Business owners and leaders, strategic planning provides organizations with a unified sense of direction and outlines measurable goals. Clear and public goals provides a guide for day to day decision making and is essential for company success. This 2 hour workshop includes the value of strategic planning, a worksheet to develop your own strategic plan along with practical tips. You will learn to

1. Evaluate the business cycle and baseline business achieved last year.
2. Perform SWOT Analysis (strengths, weaknesses, opportunities and Threats)
3. Identify Long term goals
4. Identify 1 year SMART goals with tasks and dates that will focus company efforts
5. Implement your plan and track progress throughout the year.

When: Thursday, January 30, 2020 10:00am-12:00pm

Where: Metro South Chamber, 60 School St. Brockton

Cost: \$25/member, \$35/non-member, register on Metro South Chamber events.

<https://www.metrosouthchamber.com/calendar-registration/>

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GleeWorks Mindfulness Business and Personal Consulting incorporates business expertise, project planning and mindsets research to help clients develop actionable strategic plans and overcome challenges. Marcy has over 15 years of business experience including strategic planning and market plan development advising companies, business development, marketing, and new product developments. She has an MBA from Northeastern University and PMP Project Management Certification and has a broad set of tools and knowledge to help clients achieve their goals.