



Applied Strategic Planning, An Introduction

Leonard D. Goodstein, Timothy M. Nolan, J. William Pfeiffer

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Plan future organizational success!

- Keep ASP team members up to speed with this "quick study"
- Put all of your ASP Planning team members "in the know" with the Introduction
- Keep all of your team members on track with this visual reminder of the process

This comprehensive OD resource is a powerful aid to consultants engaged in implementing strategic planning with organizational-planning teams. The Kit is based on the ASP model that consists of two ongoing phases: Environmental Monitoring and Application Considerations, and nine sequential steps that the planning team follows:

- Planning to Plan
- Values Scan
- Mission Formulation
- Strategic Business Modeling
- Performance Audit
- Gap Analysis
- Integrating Action Plans
- Contingency Planning
- Implementation

"We have been using the [Applied Strategic Planning] process in our agency and it has helped us to focus and provide needed leadership, given the extended budget crisis and constant change."

--Ramon J. Rodriguez, deputy executive director, New York State Division of Equalization and Assessment

Components of The ASP Kit:

Applied Strategic Planning: The Consultant's Kit: Includes a 554 page looseleaf binder containing 79 up-to-date strategic-planning activities to guide the planning team through each step of the strategic-planning process. Some activities call for supplemental items; most are complete within themselves. Notes to the Consultant and an Overview of Activities begin each chapter. A color transparency of the ASP model is included. One copy of each of the following components is also included (each item below may also be purchased separately):

- Applied Strategic Planning: A Comprehensive Guide: (ISBN: 070240205/hardcover/380 pages/\$49.95) Provides an in-depth outline of the strategic-planning process.
- Applied Strategic Planning: An Introduction: (ISBN: 0883903180/72 pages/\$20.00) Provides a basic understanding of the ASP process to members of the planning team and other key members who need to understand the process.
- Applied Strategic Planning: An Overview: (ISBN: 0883903199/paperback/6 pages/\$6.00) A brief synopsis of the process, what needs to happen during each phase, and how to implement the plan.
- Applied Strategic Planning Model Handout & Poster: (Handout/ISBN: 0883904489/8-1/2"X11"/6.00 & Poster/ISBN: 0883903377/27" X 34"/25.00) Full-color model in handout and poster formats.
- Diagnosing Organizational Culture Instrument: (ISBN: 0883903164/paper/32 pages/\$12.00) This

instrument helps identify and evaluate significant cultural patterns within the organization.

- Diagnosing Organizational Culture Trainer's Package: (ISBN: 0883905329/\$28.00) Includes a training manual (paper/57 pages) and one copy of the Diagnosing Organizational Culture Instrument. C&RT (Creativity and Risk Taking Instrument): (ISBN: 0883900254/paper/24 pages/\$12.50) This instrument assesses individuals' creativity and risk-taking orientations.

With *The ASP Kit*, you'll be able to:

- Lead an organization through the ASP process -- from planning through implementation
- Guide a planning team through each phase of this powerful design
- Introduce a strategic-planning approach that gives optimum clarity and results
- Assist the team in identifying significant patterns within the organization
- Support the organization's development of a strategic plan that will ensure future success

TIMING: Approximately 3 days per component (12 days per year) AUDIENCE: Managers and top executives (active participants in the ASP process)

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Linda Guyette:

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Rita Merritt:

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Mattie Priest:

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