



vision
vision

Strategic Planning Assumptions

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Strategic Planning Assumptions

- Do you agree or disagree?
- Why or why not?
- What would you add, advise or recommend?

Note: These assumptions were derived by the Institute of IT Training's (IITT) Learning Directors' Network (LDN)



Strategic Planning Assumptions

Example:

- Assumption:
 - By 2010 most professional certification applicants will be paying personally and not sponsored by an organisation
- Key Findings:
 - The % of applicants paying personally have increased by 45% through 2008/09.
- Market Implications:
 - Marketing and Certification bundles will need to be refocused on the individual consumer market
- Recommendations:
 - If certification is an important revenue stream ensure that your product marketing team are aligned with the change in emphasis and funds are available to support this change.



The Task

- Group 1 – 1, 3 and 4
 - Group 2 – 2, 8 and 6
 - Group 3 – 5 and 7
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- Use one piece of flipchart paper for each assumption
 - You have 45 mins
 - Be prepared to present a concise summary when you rejoin the group