

# 2018 Strategic Planning Workshop



**Nancy Conway, SHRM-SCP**  
**Field Services Director**

Nancy Conway is SHRM's Field Services Director supporting Professional Chapters, Student Chapters, State Councils, and SHRM members in the states of Iowa, Minnesota, Missouri, Nebraska, and South Dakota. Nancy has worked in the HR profession for over 27 years.

## **PARTICIPANTS WILL:**

- ◆ Discuss the value of Strategic Planning
- ◆ Walk through the Strategic Planning Life Cycle
- ◆ Facilitate activities to write clear Mission and Vision Statements
- ◆ Facilitate activities to identify Primary Objectives
- ◆ Facilitate activities to develop SMART Goals
- ◆ Facilitate activities to develop Action Plans
- ◆ Discuss the fundamentals of Strategic Budgeting
- ◆ Discuss execution of the Strategic Plan
- ◆ Discuss evaluation of the Strategic Plan

**Friday, July 13, 2018**  
**8:00 a.m. Registration, Workshop 8:30 a.m. to 4:00 p.m.**  
**Fallen Timbers Battlefield**  
**4949 Jerome Road**  
**Maumee, Ohio 43537**

**Space is limited. Lunch is provided**

**First-come, first-served**



Register online at: [ToledoSHRM.org](http://ToledoSHRM.org) or email [President@toledoshrm.org](mailto:President@toledoshrm.org)