



Small Business Strategic Planning

A public workshop on April 15, 2020 instructed by

Charles A. Liedtke, Ph.D.

Strategic Improvement Systems, LLC

Strategy / Quality / Analytics / Improvement / Innovation

www.strategicimprovementsystems.com

Workshop Description: How *good* do you want your business to become? Some small business owners and managers want to have a clear and compelling vision of the future for their business and an executable strategic plan that will help them reach that vision. The strategic planning *best practices* for large world class organizations are well-known. What strategic planning concepts, techniques, and tools are useful for small businesses? This hands-on, action-packed workshop helps small business owners and managers (1) formalize the strategic direction of their business and (2) start to develop an executable strategic plan to reach their vision.

Audience: Owners and managers of small businesses or not-for-profit enterprises.

Workshop Details

Workshop: *Small Business Strategic Planning*

Instructor: Dr. Charles A. Liedtke, Strategic Improvement Systems, LLC

Location: The Boardroom at Hazeltine National Golf Club
1900 Hazeltine Boulevard, Chaska, MN, 55318

Date: April 15, 2020

Times: 7:15 a.m. to 8:00 a.m. Check-In & Breakfast
8:00 a.m. to 12:00 p.m. Workshop

Price: \$225 **Payment-in-Full** in the Amount of **\$225** is Due By **April 8, 2020**

Topics:

Latest Research on Strategic Planning
Business Performance Measurement
Targeting Customer Segments
Dimensional SWOT Analysis
Prioritization Techniques
Strategic Plan Execution

Mission, Vision, Values, & Philosophy
Performance Scorecards & Dashboards
Voice of the Customer Analysis
Competitor Analysis
Scenario Analysis
Strategy Reviews

If you have any questions . . . email Charles at charles@sisliedtke.com.



Strategic Improvement Systems



Workshop Instructor

Charles A. Liedtke, Ph.D. is the President of Strategic Improvement Systems, LLC, a management consulting company designed to assist leaders in improving the performance of their organization from a strategic perspective. Charles conducts **research, consults**, and provides **customized training** on *Strategy, Quality, Analytics, Improvement, and Innovation*. He has worked with organizations worldwide on strategic improvement initiatives including Fortune 500 companies, privately-held companies, non-profit organizations, and government entities. His most recent research projects were on *Quality, Analytics, and Big Data; Big Data in Hoshin Kanri; Information-Based Customer Value Creation; and Advances in Strategic Planning*.

Charles earned a **Ph.D. in Business – Operations and Information Management** from the University of Wisconsin-Madison specializing in strategy; strategic improvement; and quantitative analysis. His Ph.D. dissertation is titled, "Horizontal Interaction During Strategic Improvement Initiatives: A Study Involving Six Quality-Oriented Organizations." Charles has conducted research on Six Sigma, Lean, Process Management, Knowledge Management, Visioning, Hoshin Kanri, Long-Term Planning, Preserving Quality Superiority, Product and Service Design, Discovery, Process Improvement, Analytics, and Big Data. Charles also earned an M.B.A. and a Ph.D. minor in Statistics from UW-Madison; an M.S. degree in Statistics from Iowa State University; and a B.S. degree in Economics from South Dakota State University.

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Registration & Payment Information

To register . . .

Send an email message with the registration information below to charles@sisliedtke.com

- Name
- Organization, Title / Position
- Email Address
- Payment Preference

To pay . . .

Price: \$225 **Payment-in-Full** in the Amount of **\$225** is Due By **April 8, 2020**

Payment-in-full must be received by **April 8, 2020**. There are three ways that you can pay for the workshop:

1) Mail a check to Charles at the address below with the registration information (above).

Charles A. Liedtke, Ph.D.
Strategic Improvement Systems, LLC
6231 Hummingbird Road
Excelsior, MN 55331

2) Submit a purchase order with the registration information and you will be sent an invoice.

3) Submit the registration information and indicate that you would like to pay by credit card. Charles will send you an invoice through PayPal.

A person's registration is transferable to another person at any time until the workshop begins. There will be an 80% refund (\$180) for a cancellation until April 8, 2020. There are no cancellation refunds after April 8, 2020.

Price of **\$225** per participant includes:

- 3.75 hours of training
- Set of learning materials
- Breakfast and snack refreshments
- *Small Business Strategic Planning* certificate

Questions

You can phone Charles at 952-380-0778 or email him at charles@sisliedtke.com.

Privacy Notice: Registration information will only be used for internal administrative purposes by Strategic Improvement Systems, LLC and will not be shared with any third party.