



## The Cambrian Group

5795 Carmichael Parkway  
Montgomery, AL 36117

334-356-7158

[thecambriangroup.org](http://thecambriangroup.org)

**September 14-17, 2020**

In Kansas City

# STRATEGIC PLANNING

Internal Facilitator Training Program

The original  
and authentic  
strategic  
planning for  
schools.

### Dr. Bill Cook and Dr. Lindsey Gunn, Senior Associate

This course is based on Dr. Bill Cook's books **Strategics: The Art and Science of Holistic Strategy** and **Strategic Planning for America's Schools**. It features training and practical exercises in Strategic Thinking, Strategic Planning, and Strategic Action. Learn to lead genuine Level II change in your school district – that is, change of the system rather than just change in the system.

### You Will Learn:

- Creative facilitation techniques
- Sound theory and practice regarding "holistic" strategy
- Disciplines & processes of Thinking, Planning, & Action
- The attributes of authentic leaders
- How to distinguish cause from condition
- The dimensions and dynamics of Generative Organization™
- Effective ways to engender community support

### Guarantees:

- Total concentration of energy and resources on the district's own unique needs and aspirations
- The localized context for satisfying all state and federal requirements
- One process by which all necessary planning is accomplished
- The rationale for conforming all aspects of the organization to strategic action, including: elimination of redundancy and/or duplication, justification of all programs and projects based on return on investment, and abandonment of irrelevant or non-productive activities.

# Sept. 14-17, 2020 - \$1,995 Registration Fee

(Includes instruction, materials, breakfast and lunch each day)

## Agenda

### Day One

8:00am – Noon Strategic Thinking  
1:00 – 5:00 Strategic Planning Discipline  
Evening Case Study

### Day two

8:00am-Noon Strategic Planning Process  
1:00 – 5:00 Strategic Planning Process  
Evening Case Study

### Day Three

8:00am-Noon Strategic Planning Process  
1:00 – 5:00 Strategic Planning Action

### Day Four

8:00am-Noon Strategic Action  
1:00 – 5:00 Strategic Action

## Registration Form

Name \_\_\_\_\_

Position \_\_\_\_\_

District \_\_\_\_\_

District Address \_\_\_\_\_

Office Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

SIGNATURE \_\_\_\_\_

By affixing signature to this application, I hereby agree that I will use the training materials received during the program to facilitate plans ONLY in the district or organization set forth in this registration form, or in such other district or organization for which I may be employed on a full-time basis. I will not engage in strategic planning or plan facilitation, which relies on or is derived from either the training or the materials received during the program for any other school district or organization by contract or separate agreement.

## Location

Kansas City Airport Marriott  
775 Brasilia Avenue  
Kansas City, MO 64153  
(816) 464-2200  
*Ask for The Cambrian Rate (\$129.00)*

Participants are responsible for their own lodging.

Please note that this is a very intensive seminar and commuting is not recommended unless you live in the immediate area.

## To Register

**Email completed registration form  
to [vcmclain@thecambriangroup.org](mailto:vcmclain@thecambriangroup.org)**

**Credit Cards Accepted or Make Check  
Payable to: The Cambrian Group**

**Mail to:**  
5795 Carmichael Parkway  
Montgomery, Alabama 36117

**Questions or payment call:**  
334-356-7158

**Dr. Bill Cook** is generally considered the foremost authority in strategic planning for education. His classic book, *Strategic Planning for America's Schools*, first published in 1988, quickly became the definitive source for both the theory and practice of planning. Following the principles detailed in this book, and drawing from extensive experience in the military and business, he and his associates have facilitated over 1,450 plans for educational systems in both the United States and abroad. They have trained more than 16,000 planning facilitators in graduate-level courses. Strategics® represents Dr. Cook's most fully developed theory of strategy as well as his recognition of the new realities facing school districts. His advanced thinking, his generative process and discipline of planning, and his refined facilitation techniques realize the ultimate power of strategy.