



The Cambrian Group

5795 Carmichael Parkway
Montgomery, AL 36117

334-356-7158

thecambriangroup.org

July 13-16, 2021

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 their school district – that is, change of the system, rather than just change in the system, *based on complete agreement on the district strategic intent*.

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.

You Will Learn:

- ***How to discover and articulate the unifying common district/ community core set of BELIEFS***
- ***How to create a unique MISSION statement for the district***
- 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
- Effective ways to engender community support

July 13-16, 2022 - \$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

Hilton Kansas City Airport
8801 NW 112th Street
Kansas City, MO
(816) 891-8900
Ask for The Cambrian Rate

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**

**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.