

Strategic Planning Plus: An Organizational Guide

Roger Kaufman



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Using fresh ideas with proven methods, Strategic Planning Plus promotes an ethical, holistic approach to the subject of strategic planning. Building on Peter Drucker's dictum that selecting the right job is more important than doing the job right, this book provides a practical guide to defining what should be accomplished, and defining solutions and interventions.

Kaufman presents: guidance on how to identify the direction an organization must take; a six-step process for identifying and solving organizational problems; ideas for determining how to achieve desired results; and methods for evaluating progress and revising strategic plans. In addition the book provides a variety of aids including flowcharts, checklist



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