**11.1: Developing Global Strategic Plans**

Using your knowledge of **Strategic & Tactical Planning** to outline how you would handle one of the following AK issues:

1. CMS will be shifting to a 10 point grading scale in the fall. What plan would you implement to make this fair for those who have GPA’s based on a 7 point scale?
2. The required seat time for students in North Carolina Education is no longer a mandated part of education. Starting in 2015-2016, students can earn credit in a class simply by demonstrating mastery of a course subject. As a result Ardrey Kell is looking at altering its schedule to include different start/finish times; additional Knight Times, and longer lunches. Provide a game plan for how you would implement this change so that students could best take advantage of this change.
3. Students drinking at prom.

**Proactive v. Reactive Strategies.**

* What is an example of a proactive strategy a student could take to improve their GPA?
* What is an example of a reactive strategy a student could use to improve their GPA?

**Mission Statements**

* **Create a product & market oriented mission statement for one of the Shark Tank Presenters you see**
* **List the corresponding values that act as the basis of your mission statement**

**Coca-Cola**

Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

* To refresh the world...
* To inspire moments of optimism and happiness...
* To create value and make a difference.

**Values:** Leadership, Collaboration, Integrity, Accountability, Passion, Diversity, & Quality

**Ardrey Kell Mission Statement:**

*Ardrey Kell High School is a student-centered community that implements a challenging curriculum leading to the development of creative and independent thinkers who have a strong sense of honor, respect, and service.*

**What does Ardrey Kell do to prove this accurate?**

**Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Mission Statement:**

**Values: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Six Step Strategic Process**

Examine the six step strategic process below. Determine if each step is Proactive (P), Reactive (R), or Both (B)

**1. Develop a mission statement \_\_\_\_\_\_\_**

**2. Conduct a situation analysis (SWOT) analysis \_\_\_\_\_**

**3. Develop alternative goals and strategies \_\_\_\_\_\_\_\_**

**4. Develop the strategic plan \_\_\_\_\_\_\_**

**5. Specify action plans \_\_\_\_\_\_\_**

**6. Evaluate and control the plans \_\_\_\_\_\_\_\_**

**SWOT Analysis**

Conduct a SWOT Analysis on one of the following. Each characteristics must contain at least **two** examples.

* Ardrey Kell High School, Yourself, Your IBP Company, Shark Tank Presenter

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

**Develop Alternative Goals**

Based on the SWOT Analysis conducted; what alternative goals and strategies could be developed to strengthen this company, school, or you? List two examples of additional goals/strategies you could implement.

**Develop the Strategic Plan & Specify Specific Actions**

**What is a measurable goal for the entity you conducted your SWOT Analysis on? Needs to include a timeline for completion & a personal responsible for ensuring the goal is met.**

**Evaluate & Control:**

**What would you do to monitor your strategic plan to make sure it was effective?**

**Small Business Units (SBU’s)**

Pretend that Ardrey Kell has decided to open 3 SBU’s. These Small Business Units could be grade specific, subject specific, or country specific. The intent of their growth is to take a certain aspect of the school & focus it in a particular area.