



## Strategic Management Principles & Planning Resources

### Book Recommendations:

1. [Strategic Planning - A Pragmatic Guide](#)  
*Authors: John H Dobbs and John F. Dobbs*  
“This ‘pragmatic guide’ provides a framework for strategic planning that is designed to achieve alignment among stakeholders while helping executive teams create and implement, difference-making business strategies -- strategies that are:
  - Built to win
  - Supported by data
  - Financially sound
  - Grounded in the practical realities of business
  - Realistically actionable”
2. [Strategic Planning Kit for Dummies](#)  
*Author: Erica Olsen*  
“Build a company vision statement, assess your strategic position, engage your team, and execute your plan—with easy-to-understand instructions and explanations that anyone can follow. This revised edition shows you how to adapt your strategy, plan for the unknown, and stay resilient through all the changes facing today’s businesses.”

### Online Resources:

1. [8 Secrets to Success in Business](#)  
*Author: Lauren Gall, Entrepreneur Magazine*  
“Follow these secrets to success to make 2023 a standout year for your business. Remember, success is achieved in your personal life as well as your professional life. Be sure to enjoy the entrepreneurial journey along the way.”
2. [A Small Business Guide to Operational Planning](#)  
*Author: DP Taylor, The Motley Fool*  
“A strategic plan sets big, grand goals for a vision, with major tasks you must complete over time to get there, while an operational plan serves as the blueprint for how a department will complete each task.”
3. [Strategic Planning Kit For Dummies Cheat Sheet](#)  
*Author: Erica Olsen*  
This Cheat Sheet provides a good overview of terms, tips and pitfalls to avoid in your strategic planning.



4. [Strategic Planning Should Be a Strategic Exercise](#)  
*Author: Graham Kenny, Harvard Business Review*  
“Strategic planning is how the company designs that system, which is very different from an operational action plan in that it is never a static to-do list but constantly evolves as strategy makers acquire more insights into how their system of stakeholders can create value.”
5. [Understanding Strategic Planning in Healthcare Organizations](#)  
*from Regis College*  
“Strategic planning in health care organizations involves outlining the actionable steps needed to reach specific goals. While there are different strategy types and levels, the purpose of all strategies is to bring an organization’s actions into alignment with its stated mission or values. Today, health care providers require more patient-centric, value-based approaches, whereas many of their current systems follow older, more traditional strategy models, according to Becker’s Hospital Review.”
6. [All About Strategic Planning](#)  
*from Management.org*
7. [Strategic Planning Committees](#)  
*from Management.org*