Level 5 Strategic Planning

Indicative content

*Whilst not exhaustive this document provides an illustration of topics and themes in this unit. **NOTE:** When completing CICM assignment units it is not intended that learners include **ALL** the suggested areas below, rather, they are intended as guidance on the type of content you may study and include. CICM assignments require a high level of personal application. Therefore, when completing them careful consideration needs to be given to the relevance within your organisation, industry and your specific role.*

- Information sources, e.g. business report, industry regulator, league table, intranet, press report, competitor data.
- PESTEL construction and analysis.
- External environmental factors including macro and microeconomics, distinguishing economic features, competitive forces and common driving forces of change.
- Internal environmental factors, including resources, capabilities, competitive power, costs and prices.
- Strategic factors, including business modeling, corporate governance, functional area and operating strategies; organisational objectives and goals; vision, mission, values, service level agreements (SLA).
- Best practice frameworks using key success factors, competitor analysis, industry standards and quality benchmarks, e.g. QICM, TQM, CSE, ISO, SOX.
- Benchmarking using best practice standards to measure performance; key performance indicators, performance measurements, e.g. DSO, balanced scorecard, SLA, customer service standards, departmental targets and success criteria.
- Decision making including communication of plan via action plans and reports; outcomes of success criteria; implementation and review.

Assessment: Assignment