

DEVELOPING YOUR CORPORATE STRATEGY, VISION & MISSION

Scott Warrick, JD, MLHR, CEQC, SHRM-SCP

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- What does it MEAN to develop a **FORMAL CORPORATE STRATEGY, VISION & MISSION**?
- What is a “**CORPORATE VISION**” ... and how does it relate to your **MISSION STATEMENT**?
- What is the difference between “**GOAL SETTING**” and “**STRATEGIC PLANNING**” ... and how do they interrelate?
- What specific steps should you follow in the **STRATEGIC PLANNING PROCESS**?
- When should you set **SHORT TERM GOALS** and when should you set **LONG TERM GOALS**?
- How should you integrate your goals **HORIZONTALLY** and **VERTICALLY**?
- What do you need to consider when **IMPLEMENTING** your Strategic Plan?
- What techniques should you use in **EVALUATING** your Strategic Plan’s Success?

...and MUCH, MUCH more...

Join Scott Warrick, one of Ohio’s most popular speakers as he tells you not only how to design your own **CORPORATE STRATEGY, VISION & MISSION STATEMENT**, but he will also show you how to **IMPLEMENT** and **EVALUATE** its success in his own unique, practical, entertaining and humorous style. Scott will use his over 30 years of Human Resource Management Training experience to tell you how to use this information **IMMEDIATELY!**



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Business First's 20 People To Know In HR

CEO Magazine's 2008 Human Resources "Superstar"

Nationally Certified Emotional Intelligence Instructor

2012, 2008, 2007, 2006 and 2003 SHRM National Diversity Conference Presenter

Scott Warrick combines the areas of law and human resources to assist organizations in **"Solving Employee Problems BEFORE They Happen."** Scott uses his unique background of **LAW** and **HUMAN RESOURCES** to help organizations get where they want to go, which includes coaching and training managers and employees in his own unique, practical and entertaining style.

[Scott Trains Managers and Employees ON-SITE in over 50 topics](#)

LET SCOTT DESIGN A PROGRAM FOR YOU!

Scott's "[Employment Law Videos](#)" on the ADA, FMLA, FLSA and Harassment.

**["The Human Resource Professional's Complete Guide To Federal Employment And Labor Law"](#) &
Scott's "[Do It Yourself HR Department](#)"
are favorites for anyone wanting to learn Employment Law and run an HR Department.**

Scott's academic background and awards include:

Capital University College of Law (Class Valedictorian (1st out of 233))

Master of Labor & Human Resources and B.A. in Organizational Communication:
The Ohio State University

The Human Resource Association of Central Ohio's Linda Kerns Award for Outstanding Creativity in the Field of HR Management and the Ohio State Human Resource Council's David Prize for Creativity in HR Management

For more information on Scott, just go to www.scottwarrick.com