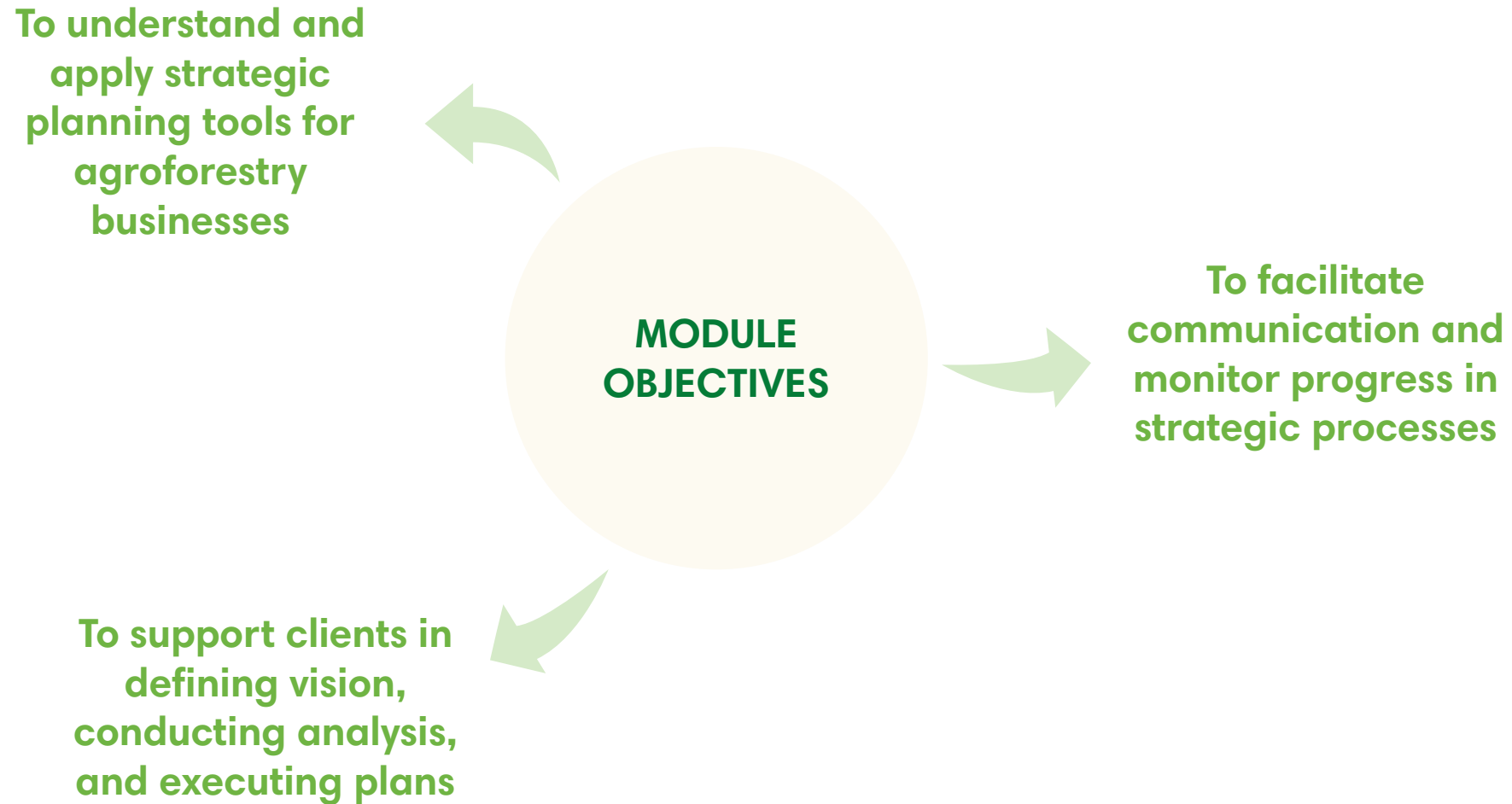




Advising and Supporting Businesses in Strategic Issues



Day 1: Strategic Planning Foundations for Agroforestry Businesses

Session 1: The Advisor's Role in Strategic Planning & Importance of Strategic Orientation

Session 2: Developing Vision and Strategic Targets

Session 3: Strategic Analysis – SWOT and Trend Monitoring

Session 4: Risk Assessment in Agroforestry Businesses

Day 1 Wrap-Up & Reflection Assignment

Day 2: Advanced Project Management & Scaling Up Agroforestry

Session 5: Communication Tools in the Strategy Process

Session 6: Action Planning – From Strategy to Implementation

Session 7: Execution and Monitoring (Strategic Controlling)

Session 8: Capstone Exercise – Strategic Plan Integration & Presentations

Quiz and Evaluation and Closing

WHY STRATEGIC PLANNING MATTERS?



- Improves decision-making under uncertainty
- Helps businesses respond to trends and risks
- Aligns actions with long-term goals

ADVISOR'S ROLE IN STRATEGIC PLANNING



- Facilitator, not a director
- Support visioning and analysis
- Ensure inclusive and participatory processes

VISION AND STRATEGIC GOALS

Vision *(long-term aspiration)*



Strategic goals *(milestones to achieve vision)*



Specific
Measurable
Achievable
Relevant
Time-bound

SWOT ANALYSIS

**template available*

		SWOT ANALYSIS	
		POSITIVE	NEGATIVE
INTERNAL		STRENGTHS	WEAKNESSES
		OPPORTUNITIES	THREATS
EXTERNAL			

Used to inform strategic decisions

TREND MONITORING-PESTEL

**template available*

		PESTEL
POLITICAL		
ECONOMICAL		
SOCIAL		
TECHNOLOGICAL		
ENVIRONMENTAL		
LEGAL		

Identify emerging opportunities and threats

RISK ASSESSMENT TOOLS

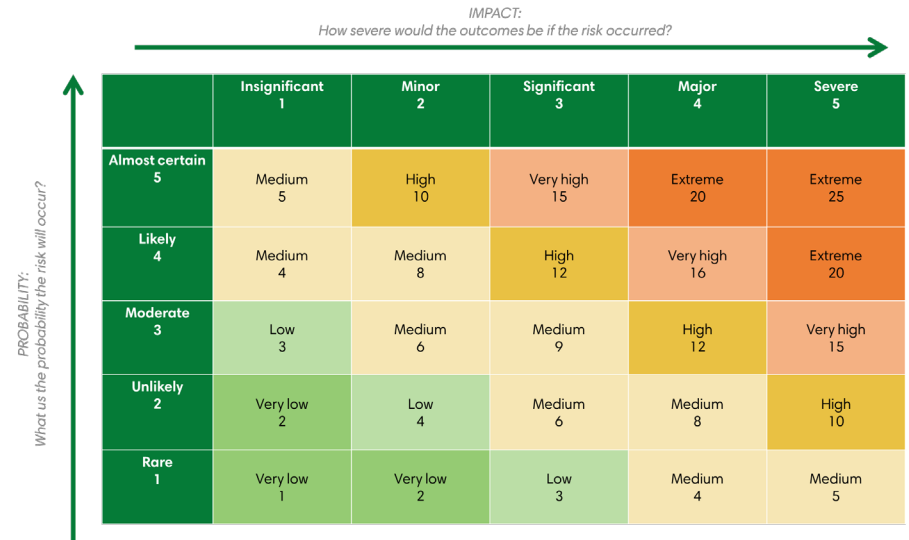
- Identify types: Production, Market, Financial, Legal, Climate
- Use risk matrix (likelihood vs. impact)
- Develop mitigation strategies

COMMUNICATING STRATEGY

- Engage stakeholders early and often
- Use visuals and stories to convey strategy
- Establish regular updates and feedback loops

RISK MATRIX

ADVISOR-AF TRAINING MODULE



ACTION PLANNING

- Break strategy into concrete steps
- Assign responsibilities and timelines
- Use Gantt charts or action matrices

MONITORING & ADJUSTMENT

- Define KPIs for goals
- Schedule regular reviews
- Adapt plans based on results and feedback

MONITORING & ADJUSTMENT

- Apply all tools in a case scenario
- Practice advisor roles in groups
- Reflect and share learnings





THANK
YOU!



SWOT ANALYSIS

POSITIVE

NEGATIVE

INTERNAL

EXTERNAL

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

PESTEL

POLITICAL	
ECONOMICAL	
SOCIAL	
TECHNOLOGICAL	
ENVIRONMENTAL	
LEGAL	

STRATEGY ACTION PLAN

STATUS					
RESOURCES					
TIMELINE					
OWNER					
ACTION					
OBJECTIVE					

VISION STATEMENT WORKSHEET

What is our long-term vision?

Who do we serve?

What values guide us?

What success looks like in 10 years?