



**For Immediate Release
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Certificate in Strategic Management 2011 Program Calendar Announced

Chicago — Schedules for Cohorts 6 and 7 of ASP Chicago’s Certificate in Strategic Management (CSM) are now set. The Chicago Chapter of the Association for Strategic Planning (ASP) is pleased to continue its sponsorship and endorsement of the CSM program in 2011. Recent graduates of Cohorts 4 and 5 include ASP Chicago members the Illinois Soybean Association <http://www.ilsoy.org/> and Provena Life Connections <http://www.provena.org/lifeconnections/> Here is what Provena LC CEO Connie March had to say about taking her senior management team through the program:

“Although we have been involved in strategic planning for many years, the planning was much more robust this year following the CSM disciplined and inclusive approaches. The external scan, in particular, encouraged engagement of our board and leaders much earlier in the process. Because of the early engagement and the frequent interchanges with our key stakeholders, I anticipate alignment and implementation resulting in a high degree of desired outcome accomplishment. Added benefits for our senior leaders are their attainment of a Certificate in Strategic Management and the opportunity to cascade their knowledge to the leaders in their respective departments.”

ASP Chicago’s Certificate in Strategic Management (CSM) is delivered live online. CSM is “theory meets practice” professional education to build required understanding, skills and tools to effectively manage strategy. Designed to allow you to apply what you learn each step of the way, participant teams gain practical experience in each phase of strategic management while building their organization or client’s strategic plan. In the program you’ll rigorously engage in all phases and steps of the strategic management process from strategic plan development through to implementation and performance evaluation.

CSM is eight sessions over 6 months delivering on two fronts; participants become skilled practitioners in developing and managing strategy while the participating organization gets a plan ready for implementation. ASP members receive a tuition discount.

CSM’s lead instructor is ASP Registered Education Provider and ASP Chicago member Randall Rollinson. For complete program details go to www.csmlearning.com

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