

# **Strategic Planning for Change**

**University of Birmingham**  
**28th August 2013**

**Facilitator:**  
**Alister Wilson**

## Introduction

Higher education is changing. More private providers are entering the market; Massive Online Open Courses (MOOCs) are making materials and top academics available globally; fee structures are changing; student numbers are increasing. It's not clear how these changes are going to play out or what the implications will be. Will research become concentrated in a few universities? Will the structure and length of degree courses change? Will physical environments be less important?

The world is changing too. Economic growth is unevenly spread and fragile; there are massive and increasing gaps between wealth and poverty; climate change and resource depletion are challenging how we live and work; and technology has created unprecedented opportunities for connectivity. It can be difficult to make sense of these changes, to know which ones are important for dental education and to develop and deliver strategies that will ensure long run success.

This day will provide an opportunity for you to explore the driving forces that are shaping the future of dental education and to think about their impact on your schools. We will examine critical trends that are shaping the future and explore how to develop long term strategies for delivering dental education in a changing environment. We'll also explore how to lead implementation - how to develop staff and how to create a culture where staff are excited about change, not resistant to it.

By the end of the workshop you will understand how to:

- Identify drivers of change
- Identify the opportunities and threats that change drivers will create in the near and long term future
- Develop a strategic and operational plan to meet challenges and capture opportunities
- Establish a team of change agents to deliver the strategy
- Tackle the critical issues – such as staff development and culture – that are essential for the successful implementation of long term strategy

## Your facilitator: Alister Wilson

Alister Wilson consults in strategy and policy development with clients in higher education, government and the private sector. He specialises in using futures thinking processes to support leadership and strategic decision making.



Alister is a skilled facilitator and experienced process designer who works with the client to develop a process tailored to meet their specific objectives. His approach is designed to build ownership of the strategic challenge and consensus on the way forward, helping leaders to identify the important – and sometimes difficult - strategic choices they will need to make in the short, medium and long term.

# Programme

10.15am	Registration and Coffee
10.30am	Opening Remarks
10.40am	<b>Morning session:</b> <b>Strategic and Operational Planning</b> <ul style="list-style-type: none"><li>• Defining strategic and operational planning</li><li>• The planning hierarchy</li><li>• Outside in thinking</li><li>• Successful planning in practice</li><li>• Identifying drivers of change</li><li>• Managing uncertainty</li><li>• Creating a plan for change</li></ul>
12.40pm	Review and Discussion
1.00pm	Lunch
1.45pm	<b>Presentation: DentCPD</b> Jonathan Cowpe Cardiff University
2.00pm	<b>Afternoon session:</b> <b>Leading change</b> <ul style="list-style-type: none"><li>• States of change</li><li>• Actors</li><li>• Variables</li><li>• Systems</li><li>• Leading change</li></ul>
4.00pm	Review and Discussion
4.30pm	Close

## Address

Centre for Professional Development  
Medical School  
University of Birmingham  
Vincent Drive  
Birmingham  
B15 2TT

## Directions

