



Municipality of Mashhad

The course outline for Strategic Planning & Performance Measurement

Strategic Planning Vision Statement

- 1- Introduction to the Theory of Strategic Planning
 - An over view of different opinions about strategic planning and the general process
 - Vision, Mission and Goal

Strategic Planning Technical Analysis

- Review of environmental and internal factors
- Analysis of factors and techniques
- Different types of strategies and how to defining them

Strategic Planning Performance Measurement

- Different methods of defining action plans
- Defining strategic & action plan indicators

Case studies

- Mashhad
- Other cities