

Gap Analysis and Strategic Planning

Facilitated by Maia Chapter's Executive Team

Tuesday, July 18, 2017

University of Michigan, Stephen M. Ross School of Business, R2320 (second floor), 701 Tappan Ave, Ann Arbor

6 pm Networking - 6:30 Dinner meeting - 7:30 Program

In business management, **gap analysis** involves the comparison of actual performance with potential or desired performance. If an organization does not make the best use of current resources, or forgoes investment in marketing or technology, for example, it may perform below its potential. When ABWA leagues examine their current state compared to the ideal state (Best Practices), they explore the obstacles to achieving the ideal state and how to overcome them. The strategic plan begins to unfold as we set priorities for improvement and choose strategies and actions to employ in the coming year to close the gap.

Key takeaways (can apply to any business):

- Gap Analysis process
- Group problem solving
- Brainstorming
- Developing an Action Plan

***Make your reservation by noon, Thursday, July 13 at:**

<http://abwa-maia.org/resform.html>

Dinner is \$20 per person, payable via PayPal with your online reservation

www.abwa.org

Gap Analysis



The mission of the American Business Women's Association is to bring together business women of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

**Changing Women's Lives
One Woman at a Time**

For more information about ABWA Maia Chapter, contact Delores Mortimer at mortime@umich.edu or visit our website at www.abwa-maia.org