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Fast Company Press Author Carol Poore Launches “Strategic Impact Friday” Live Talks on Zoom

*Interactive presentations based on Dr. Carol A. Poore’s new book, Strategic Impact,
will help leaders develop vital strategic planning initiatives*

AUSTIN, TEXAS [May 27, 2021]—All organizations and communities need a strategic plan to trailblaze the future while navigating change. Starting on Friday, June 4, author Carol A. Poore, PhD, MBA will offer a weekly discussion on Zoom, teaching attendees how to create a vital, innovative strategic planning program tailored to a variety of organizations.

Topics and interactive dialogues will be based on her new book, [*Strategic Impact: A Leader’s Three-Step Framework for the Customized Vital Strategic Plan*](#) (Fast Company Press, 2021).

Dr. Poore’s Strategic Impact Friday is free and open to global leaders who want to learn about effective strategic planning. Sessions will be held live every Friday from June 4 through the end of 2021, from 11 a.m. to noon Arizona time (Mountain Standard) on Zoom. Go to www.CarolPoore.com and register on the home page, or connect with Dr. Poore on [LinkedIn](#) and you’ll gain access to weekly promotions for Strategic Impact Friday.

“Strategic Impact Friday will feature a strategic planning topic overview with opportunity to dive deeper into real issues and solutions for those interested in creating legacy-defining strategic plans,” Poore said. “Through my research of global companies and personal experience working with clients, I’ve discovered that leaders are eager to make strategic planning more engaging and result-oriented. In fact, many admit they need ideas for how to communicate about, and track, the strategic plan throughout their organizations.”

Strategic Impact Fridays will provide informal author and peer mentorship for strategic planning topics on a virtual basis for whomever attends on any given week, Poore added—creating a unique “one-hour community of practice” not found in most webinar workshops.

Strategic Impact Friday will feature topics related to Poore’s book—which is endorsed by the global Association for Strategic Planning—including Poore’s three-part strategic planning framework:

Vital Strategic Planning =
the Strategic Planning Workshop
(the Shared Leadership Experience)

+

the Written Strategic Plan
(the Shared Story of Strategic Intent)

+

the System for Tracking and Communicating Results
(the Shared Goal Outcomes—this is Strategic Impact)

Strategic Fridays will be based on Poore’s book and will help leaders to

- **Declutter** the typically complicated strategic planning process;
- **Deliver** a destiny-shaping program in an efficient, budget-conscious way—including to mission-driven small businesses and nonprofits with limited resources;
- **Plan and lead** a life-changing leadership workshop experience culminating in strategic goals;
- **Craft** a compelling written strategic plan, which can be digitized and communicated through social media;
- **Implement** an effective tracking and communication system to monitor progress and ensure accountability; and
- **Engage** employees, customers, and key audiences in celebrating your organization’s strategic impact.

In addition to Strategic Impact Friday talks, Poore offers a series of recorded webinars for purchase on her website at www.CarolPoore.com, as well as free video talks and articles focused on strategic planning, leadership, and strategic fundraising. Get your copy of [Strategic Impact](#) today everywhere books are sold.

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About Carol A. Poore, PhD, MBA

As a business and community leader, speaker, and author, Carol A. Poore, PhD, MBA consistently has a dynamic presence and empowers her audience to deliver a clear and comprehensive three-step strategic planning framework that ensures strategic plans are implemented, tracked, and celebrated. This life-changing experience results in strategic impact when goals are achieved.

Poore received her PhD in Public Administration, her MBA and her Bachelor of Science Degree in Journalism and Broadcasting from Arizona State University. Carol Poore is a member of the Association for Strategic Planning and Strategic Management Society. She has served in corporate executive positions, advanced university growth in the role of vice provost, developed a high-profile community health center as a nonprofit CEO, and built a significant board of directors service record. Through her consultancy, Poore & Associates, Poore has led community planning initiatives and advised small businesses, nonprofits, local community organizations, and government entities during legacy-shaping times of change.

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