



New York Center for Strategic Innovation, LLC

Website Link: <http://www.ny-csi.org/>

Link to the course: <http://www.ny-csi.org/#!education>

Certification Level covered : **Level 1 and Level II**

ASP SPP® SMP® Exam Prep Boot Camp

Prepare to pass the ASP SPP or SMP or SPA exam with this comprehensive course.

Prepared by Certified SMPs, the NY-CSI Boot Camp covers all of the Knowledge Areas required by the Association for Strategic Planning Body of Knowledge which will give you the essential preparation needed to pass the PSPP and SMP exams. NY-CSI is an ASP Registered Education Provider.

This interactive course includes:

- *ASP-Guide to the Body of Knowledge*
- The ASP Certification Exam Study Guide
- Over 400 practice questions
- Exercises throughout to reinforce exam concepts
- Handy reference charts

Our ASP Exam Prep Boot Camp is the best in the industry. Our unique study methodology ensures your success. The globally recognized ASP certification program enables ASP members and non-members to become highly knowledgeable and skilled professionals in Strategic Planning and Strategic Management (Lead-Think-Plan-Act), and to be recognized as such.

Who Needs to Attend

Government, Corporate and Nonprofit managers seeking to acquire the strategy skills necessary to optimally run and manage a 21st century organization.

Course Outline DAY 1 (9-5 pm)

- 1. Introduction**
- 2. Lead**
 - **Theories, Models and Tools**
 - **Process**
 - **Context**
- 3. Think**

- **Theories, Models and Tools**
- **Process**
- **Context**

Course Outline DAY 2 (9-5 pm)

- 4. Plan**
 - **Theories, Models and Tools**
 - **Process**
 - **Context**
- 5. Act**
 - **Theories, Models and Tools**
 - **Process**
 - **Context**
- 6. Practice Exam**

Courses Offered:

1. Live 2 day immersion Boot Camps
2. Webinars
3. Exam Prep Study Guides
4. Custom in house on site sessions

Instructor Name: Frank Mruk SMP



Instructor background or credentials: 200 characters, and then link to your website with the bio

Frank Mruk AIA, RIBA, FStratPS, SMP

Frank Mruk is an Associate Dean at New York Institute of Technology-Business and Strategic Planning. Frank has an MBA from Pace University and a BArch from Pratt Institute and has attended the Strategy and Innovation program at the Said Business School at Oxford University. In addition to NYIT he has taught at NYU, Parsons, the New School and the BOMI Institute. For over ten years Mr. Mruk has lead strategic planning efforts at Wall Street Financial Service Companies AIG and Morgan Stanley.

Frank is a co-founder of the Metro New York Association for Strategic Planning Chapter where he served as President from 2008-2009. Mr. Mruk is a "Pioneer" in the Association for Strategic Planning's Strategic Planning and Strategic Management Professional programs where he participated in designing the SMP, SPP and SPA certification programs and co-authored an exam prep guide. He is also a peer reviewer for the Strategic Management Society, a Fellow of the Strategic Planning Society, a Certified Strategic Management Professional and a co-founder of the Strategy Professional Resource Center.