

METHODOLOGY

- Facilitator Interactive Presentation
- Individual Activity-Self Reflection
- Group Breakout Activity
- Relevant Video Presentation

STRATEGIC THINKING, ANALYSIS, PLANNING & IMPLEMENTATION

Who Should Attend This Training: Mid-Managers, Managers, Senior Managers

➤ PROGRAM HIGHLIGHT

What will your business be like in three years? Do you have a roadmap to get from today to your envisioned tomorrow? Will you be a few steps closer to realizing your vision by next year? No one can predict the future. But, if you don't change anything, the future won't be any different from the past.

Strategic planning examines the necessities of today and tomorrow in light of an organization's goals and capabilities. Knowing where you want to go and finding carefully considered, creative ways of getting there are the hallmarks of successful strategic planning. Strategic planning and implementation hence, are the business growth sustainability imperative!

➤ OUTCOMES

Upon completion of this module, participants will be able to:

- understand the concepts and rationales of strategic planning and implementation
- analyse the external environments (macro and micro) that affect business
- map relevant business model for internal organizational analysis and differentiation
- describe organization's strategic direction and priorities i.e. vision, mission and strategic goals as well as critical success factors
- formulate innovative and practical strategic options to determine appropriate strategic objectives
- translate strategic objectives into actions in terms of measures and targets for planning and implementation
- use simple project management tools to plan and implement the strategic objectives to achieve the desired results.

Session 1 : Introduction & Understanding the Big Picture

- Welcoming
- Ice Breaker- Knowing Me Knowing You
- Understanding the Big Picture
- Program Framework

Session 2 : Understanding The Big Picture

- Strategy Defined
- Importance of Strategic Planning
- Strategic Planning Process

Session 3 : Knowing The Terrain

- Macro Environment Analysis
 - P.E.S.T.E.L Analysis
- Industry Environment Scanning
 - Porter's Five Forces
- Organizational Analysis
 - Concept of Business Model
 - Business Modelling
 - Business Model Analysis (Strengths and Weaknesses)
- SWOT Analysis

Session 4 : Envisioning The Future

- Vision
- Mission
- Strategic Goals
- Critical Success Factors

Session 5 : Strategizing The Growth

- Classic Strategy Formulation
 - TOWS Matrix
 - Strategic Options
- Innovative Strategy Formulation (Business Model Innovation)
 - Value Differentiation
 - Strategic Options
- Consolidation of Strategic Options Into Strategic Objectives

Session 6 : Realizing The Results

- Translating Strategic Objectives Into Actions (Measures and Targets)
- Implementation Roadmap
- Planning and Implementation

REGISTRATION

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FEES

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MANAGEMENT AND SOFT SKILLS TRAINING STRATEGIC THINKING, ANALYSIS, PLANNING & IMPLEMENTATION

24-26 March 2020 16-18 June 2020

Shah Alam, Selangor

REGISTRATION FORM

Contact Person			
Company Name			
Company Registration No.			
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E-mail			
Contact No.	HP:	Office:	Fax:

Please tick for organisation type:

Local company	Individual	SME	MNC
Organisation/ Association	Company registered under state agency	Government	Others (organisation / societies / international)
GLC	Foreign company	Koperasi	Professional & technical services

Please tick to indicate the nature of your business :

Aerospace	Agricultural	Automotive	Building/Construction	Chemical	Communication
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Food and Beverages	Green Technology	Health Related & Social Services	Tourism & Related Travel	Information Technology	Machinery and Equipment
Medical Devices	Nuclear Fuel Industry	Oil and Gas	Plastics and Rubber Products	Pharmaceuticals	Power Plant Industry
Publishing/Broadcast	Research and Development	Shipbuilding	Textile/Clothing	Timber And Wood	Transport
Water Supply Industry	Others (Please specify):				

PARTICIPANT

No.	Name	Position	Email	Mobile No.
1.				
2.				
3.				
4.				
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