

Strategic Planning Masterclass

Evolve your Perspective on Strategic Planning and Approach it Effectively

2nd – 3rd November 2017
Kuala Lumpur, Malaysia

By attending this 2 day training course, you will be able to:

- **UNDERSTAND** why most companies fail at Strategic Planning
- **CREATE** a cohesive strategic team
- **DOMINATE** your market
- **GET** information you need
- **MEASURE** key success factors
- **FIND** your unique strategic competency
- **MAKE** good assumptions
- **SELECT** and **EXPLOIT** best opportunities
- **PROTECT** their company from potential threats
- **DETERMINE** strategic focus
- **BEST ALLOCATE** resources to meet objectives
- **MOST EFFECTIVELY** use strategic planning
- **UNDERSTAND** how to have better discussions with business customers and support partners

Why you Should Attend?

Have you ever struggled with compiling your company's strategic plan? Have you ever created a strategic plan only to see it fail? Have you ever wondered whether your strategic plan should be more substantial? Have you ever wondered whether you have covered all the appropriate aspects in your strategic plan? Have you ever wanted to find out more about strategic planning? If you answered yes to any of these questions, then this course is for you.

Here you will be taken through a very practical and informative workshop on strategic planning where you will gain an in depth understanding of strategic planning and how to develop and implement your own strategic plan. You will learn some of the important tools to use when creating your strategic plan. You will learn some of the common pitfalls of strategic planning and how to avoid them. You will learn the importance of having a holistic view of your company.

Who Should Attend?

The seminar is specifically designed for C-Level Executives who are tasked with determining the best course and direction for their companies:

- ✓ CEO, CFO, COO
- ✓ Head of Operations
- ✓ Sales Directors
- ✓ Marketing Directors
- ✓ Human Resource Directors
- ✓ Executives
- ✓ Decision Leaders
- ✓ Senior Managers

And others who report to the CEO involved in the information and implementation of strategic planning.

Organized by: _____



WE SOLVE YOUR PUZZLE