

ADVANCED SCENARIO PLANNING, THINKING AND IMPLEMENTING MASTERCLASS

Evolve your Perspective on Scenario Planning
and Approach it Effectively

17th & 18th July 2017
Kuala Lumpur, Malaysia

DELEGATES ARE REQUIRED TO
BRING THEIR OWN LAPTOP
FOR RESEARCH, DISCUSSION
AND PRESENTATION PURPOSES

Major Benefits Of Attending

By end of this course, delegates will be able to:

- **UNDERSTAND** what makes Scenario Planning such a popular technique
- **CREATE** thorough and detailed scenarios
- **DOMINATE** the market
- **GET** information they need
- **MAKE** better assumptions
- **SELECT** and **EXPLOIT** best opportunities
- **PROTECT** their company from potential threats
- **DETERMINE** strategic focus
- **BEST ALLOCATE** resources to meet objectives
- **MOST EFFECTIVELY** use scenario 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 and scenario plans? Have you ever attempted to conduct scenario planning but not known where to start? Have you ever wondered whether your scenario planning has covered a broad enough range of aspects? Have you ever wondered whether you have covered all the appropriate aspects as part of your scenario planning? Have you ever wanted to find out more about scenario 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 scenario planning where you will gain an in depth understanding of scenario planning and how to develop and implement your own scenario planning. You will learn some of the important tools to use when creating your scenario plans. You will learn some of the common pitfalls of scenario planning and how to avoid them. You will learn the importance of having a holistic view of your company, industry and the effects of global change on them.

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 in all areas of your business

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

Organized by: _____



WE SOLVE YOUR PUZZLE