

Strategic Planning Masterclass

Evolve your Strategic Planning with a Highly Effective approach

23rd & 24th April 2019
The Ritz-Carlton, Kuala Lumpur, Malaysia

Major Benefits Of Attending:

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

- **UNDERSTAND** why most companies fail at Strategic Planning
- **CREATE** a cohesive strategic team
- **DOMINATE** your market
- **SOURCE** critical information
- **IDENTIFY** and **MEASURE** key success factors
- **FIND** your company's unique strategic competency
- **MAKE** better assumptions
- **SELECT** and **EXPLOIT** the best opportunities
- **PROTECT** their company from potential threats
- **DETERMINE** their company's strategic focus
- **ALLOCATE** their company's resources effectively to meet their strategic objectives
- **MAXIMISE** the **EFFECTIVENESS** of their strategic planning
- **UNDERSTAND** how to have better discussions with business customers and support partners

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

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 of action and direction for their companies:

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

And anyone who is involved in the formation and implementation of strategic plans.

Organized by: _____

