



A 2-day program on

# STRATEGIC PLANNING & EXECUTION using BALANCE SCORECARD

17-18 November 2008 • JW Marriott Hotel • Kuala Lumpur

## ***PARTICIPANTS WILL LEARN HOW TO***

- Understand the strategic planning process
- Formulate strategic plans to help the organization advance and grow
- Identify the strengths, weaknesses opportunities and threats (SWOT) that drive strategy
- Identify strategies to better position the organization for long-term competitive advantage
- Translate strategy into action
- Execute strategy and deliver results through people and processes
- Establish strategic planning, monitoring and controlling mechanisms that ensure positive results

## ***FOCUSING ON***

- 5 Task of Strategic Planning
- Setting Objectives Using Balance Scorecard
- Competitive Conditions & Industry Attractiveness
- Strategic Analysis & Strategic Choices
- Test for Best Strategy
- Strategic Deployment with Balance Scorecard
- 3 Building Blocks of Execution
- Having the Right People in the Right Place
- Core Process of Execution

## ***WHO WILL BENEFIT FROM ATTENDING***

- General Managers
- Technical Managers
- Finance & Admin Managers
- Heads of Departments
- Assistant Managers
- All involved in planning and implementation of strategic initiatives
- Functional Mangers
- Business Development Managers
- Corporate Planners
- New Managers

## ***METHODOLOGY***

- Power point presentation
- Working in small groups to assess environment factors, learn how to develop corporate strategies using the balance scorecard methodology and come up with strategic measures & initiatives
- Case studies
- Shared learning

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