



Centre for  
Management  
Technology®  
into our 25<sup>th</sup> year

*2-day program on*

# STRATEGIC PLANNING & EXECUTION using BALANCE SCORECARD

*17-18 November 2008*

• JW Marriott Hotel • Kuala Lumpur

## ***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

## OVERVIEW

Strategic planning enables an organization to shape and guide its overall business objectives. Through effective strategic planning and execution, an organization creates a framework for developing, adapting and aligning organizational vision, mission and goals to achieve and sustain competitive advantage.

The problem in most organizations is that strategic planning is done in isolation. Most managers are not involved and some do not understand the strategic planning process. In such instances there is **a disconnection between those setting the strategies and those executing them. The result is that strategies are either not implemented or implementation is not aligned with original objectives.**

In this program, you gain the knowledge needed to formulate, execute and monitor the strategic planning for your organization based on proven analytical techniques and models.

## 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

## Day 1

Monday, **17 November 2008**

- 9:00 **5 TASKS OF STRATEGIC PLANNING**
- Forming a strategic vision
  - Setting objectives using balance scorecard
  - Crafting strategy
  - Strategic implementation and execution
  - Strategy evaluation and monitoring
- 10:30 Morning Coffee
- 10:45 **FACTORS SHAPING THE CHOICE OF STRATEGY**
- Political, economic, social & technology
  - Competitive conditions and industry attractiveness
  - Strength, weakness, opportunity and threats
  - Personal ambitions of key executives
  - Shared values and company culture
- 1:00 Lunch
- 2:00 **STRATEGIC ANALYSIS & STRATEGIC CHOICES**
- Analyzing strategically about industry and competitive conditions
  - Analyzing strategically about a company's own strategy
- 3:30 Afternoon Tea
- 3:45 **THREE TEST OF BEST STRATEGY**
- The goodness of fit test
  - The competitive advantage test
  - The performance test
- 5:00 End of Day One

## Day 2

Tuesday, 18 November 2008

### 9:00 ANALYZING INDUSTRY ENVIRONMENT AND CRAFTING COMPETITIVE STRATEGY

- Rivalry
- Barriers to entry
- Buyer power
- Threat of substitutes
- Supplier power

10:30 Morning Coffee

### 10:45 STRATEGIC DEPLOYMENT USING BALANCE SCORECARD METHODOLOGY

- Financial perspective
- Customer perspective
- Process perspective
- People perspective

### STRATEGY IMPLEMENTATION

- 3 building blocks of execution
- The leaders 7 essential behaviours
- Creating execution culture
- Having the right people in the right place

1:00 Lunch

### 2:00 CORE PROCESS OF EXECUTION

- Strategy process
- People process
- Operational process

3:30 Afternoon Tea

### 3:45 PUTTING LEARNING INTO PRACTICE

- *Case study - National Rubber Company*
- Using the case study participants will:

- Assessing environmental factors
- Developing strategic approach – corporate strategies
- Developing strategies using balance scorecard
- Developing strategic measures and initiatives

5:00 End of Course

### WHO WILL BENEFIT FROM ATTENDING

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

### METHODOLOGY

- Power point presentation
- Case studies
- 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
- Shared learning

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at [www.cmtevents.com](http://www.cmtevents.com) for the most up-to-date information.

# REGISTRATION

STRATEGIC PLANNING & EXECUTION USING BALANCE SCORECARD

Name	_____
Position	_____
Email	_____
Name	_____
Position	_____
Email	_____
Tel	_____
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Company	_____
Address	_____
City/Postcode	Country
Approving Manager's Name	_____
Position	_____
E-mail	_____

**Fees:** The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
<b>Regular Fee</b>	<b>RM1,895</b>	<b>RM1,595</b> <b>(MIN SAVINGS OF RM900)</b>

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

**Cheques :** Crossed & payable to  
"Centre for Management Technology Sdn Bhd"

Photocopy Registration Form to Preserve Brochure Copy. November 2008

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## TO REGISTER

Online : [www.cmtevents.com](http://www.cmtevents.com)  
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 Tel : (603) 2162 7322  
 Post to : Lot 7.03, 7th Floor, North Block, The Ampwalk,  
 218 Jalan Ampang, 50450 Kuala Lumpur

### CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to you career.

#### COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,  
 Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,  
 Tea Break: 3.30 pm, Course Ends: 5.00 pm

Register online ~ [www.cmtevents.com](http://www.cmtevents.com)

### LEARNING PARTNER

**MR. RAIS RAJAN** is an experience corporate trainer and management consultant specializing in human resource strategy, performance management, talent management, interpersonal and leadership skills and has more than 15 years of experience in the education, HR and training industry.

Prior to this, he was involved in HR and training, customer service and marketing for an international organization. He has also designed and implemented performance management system and competency based need analysis for several service and manufacturing companies.

To date he has personally delivered more than 300 training programmes and some of the companies that have benefited from his expertise include IBM Malaysia, Petronas, Selangor Turf Club, Ilham Resort, Bernama News Agency, Maybank, Bumiputra-Commerce Bank, Bank Rakyat, MNI Insurance, MCIS Zurich, AmAssurance Bhd, Telekom Malaysia, DRB-Hicom, Perodua Manufacturing, Tenaga Nasional Bhd, Open University Malaysia, NTV 7, Nestle (M) Bhd, Malaysian Thai Joint Authority, Leong Hup Holdings, Cao Industries, Titan Group, Landmark Properties, Maju Holdings Bhd, Amcor Rentsch Asia, Hanshin Freight

International, DNMC International, Jaks Resources Bhd, Masterskill College for Nursing and Health, Infineon Technologies, Pioneer Technology, Australian Embassy, FreeScale Technologies (Motorola), Trengganu Development Management Berhad, Lembaga Minyak Sawit Malaysia, Jabatan Mineral & Geosains Malaysia, Lembaga Getah Malaysia and Jabatan Perhutanan Semenanjung Malaysia, National Tobacco Board, FELDA Palm Oil Industries, Jabatan Perancangan Bandar dan Desa and Lembaga Cocoa.

Rais Rajan, who has a personal mission to improve workplace dynamics, is well known for his practical, dynamic and lively sessions, thus consistently receiving excellent feedback from participants.

In addition he regularly conducts complementary tea talks for various companies and has written articles for the Malaysian Institute of Management E-newsletter. He holds an MBA (Merit) from University of Bath, UK, a Bachelors Degree with Distinction in Business Administration from RMIT University, Australia and a Diploma in Banking & Finance from Institute Bank-Bank Malaysia.

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