



A 2-day Intensive Implementation-Based Workshop On

# Strategic Thinking & Implementation

17-18 December 2008 • JW Marriott Hotel, Kuala Lumpur

## INTRODUCTION

Change happens all the time, whether we choose to do something about it or do nothing. Changes occur in a plethora of arenas including: technology, competitive environment, political, economic, society, technology, legal, environment, and business, among others. Some changes occur in gradual fashion, and we may not even notice it creeping up on us. Other changes occur in quantum leaps, such as in technology (witness Moore's Law). Unless we are aware of the changes taking place around us, we run the risk of being left behind and playing catch-up or worse still, becoming irrelevant.

An important element in our desire to remain relevant and ahead of the 'pack' will be the need to have a current analysis and "future focus." The one to provide a reality check and the other for looking forward, spotting emerging and waning trends, identifying trigger or inflection points, creating strategies and implementing them. The use of various management analysis and other tools will assist towards this aim. With this in mind, this workshop is designed to provide a structure against which the group would be able to rate their change quotient in terms of change readiness, create a scenario of change and its impact on the organization, acquire and practice appropriate skills while developing and implementing strategies to enable them to anticipate and be prepared to seize the opportunities that present themselves our way.

## COURSE HIGHLIGHTS

- Strategic Thinking Defined
- Determining The Direction
- Who Are We? The First Step
- Peering Through The Fog & Clouds
- Reality Check: Identifying The Contradictions
- Creative, Alternative Approaches
- From Plan To Implementation
- Crafting Creative Strategies

## WHO SHOULD ATTEND

Senior and Middle Managers will benefit most from this workshop as it allows them to see things from different perspectives and dimensions using the relevant tools available. They will be able to apply the learnings from the workshop to create a strategic plan for their respective organisations. All personnel who need to appreciate and understand the need for Planning and its implications.

## METHODOLOGY

- Use of presentations to set up the context
- Exercises to enable participants to apply their learnings
- Left & Right Brain activities to enable whole-brain learning
- Video presentations as a learning tool
- Brainstorms to generate ideas and involve participation
- Small group discussions and deliberations to synthesize data
- Plenary sessions for presenting the workshop outputs
- Participatory, action-learning approach to make work lively and engaging
- Group work is an important element of the workshop.

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