



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

*A 2-day Intensive  
Implementation-Based Workshop On*

# Strategic Thinking & Implementation

***17-18 December 2008***

• JW Marriott Hotel • Kuala Lumpur

## ***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

***“Action leads us toward solutions.***

***Inaction at best does nothing and holds us in the past”***

## 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.

***"Action leads us toward solutions. Inaction at best does nothing and holds us in the past".***

## THE APPROACH

This will be a highly participative and interactive and hands-on workshop where learning new approaches and sharpening skills is mainly by action learning through exercises and workshops. This will be supplemented by appropriate lecture/discussion, and videos as applicable.

The frequent use of reflection at the end of each major activity will help enhance understanding and measure participant's learning. Participants will find that they benefit from the workshop in direct proportion to their involvement.

*Day 1*

Wednesday, 17 December 2008

## Module 1

### STRATEGIC THINKING DEFINED

- Introductions
- Definition of Strategic Thinking
- Strategic Thinking process
- Why Strategic Thinking?

## Module 2

### DETERMINING THE DIRECTION

- Operating Vision clarification
- Core Value Drivers driving the Vision
- Stakeholder Expectations

## Module 3

### WHO ARE WE? THE FIRST STEP

- Identifying our purpose
- Creative Expressions
- Change Readiness Inventory

## Module 4

### PEERING THROUGH THE FOG & CLOUDS

- Scenario Analysis – best case, worst case, most likely
- Trends Analysis – boundary, emerging, established, dying
- Mining the available resource – bottom-up approach

## 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

## Day 2

Thursday, 18 December 2008

### Module 5

#### REALITY CHECK: IDENTIFYING THE CONTRADICTIONS

- SWOT Analysis
- Identifying the Strategic Contradictions – gaps, blocks, barriers
- PESTLE analysis

### Module 6

#### CREATIVE, ALTERNATIVE APPROACHES

- Inside-Out & Outside-in Thinking
- Strategic Thinking Exercise
- Spirit and Strategy

### Module 7

#### FROM PLAN TO IMPLEMENTATION

- Developing creative Strategies
- Identifying critical success factors
- KPI setting

### Module 8

#### CRAFTING CREATIVE STRATEGIES

- Prioritising the Strategies
- Creating Practical, Creative Action Plans
- Presenting the Plans

- 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.

#### AFTER ATTENDING THIS WORKSHOP, YOU WILL RETURN TO YOUR JOB...

1. Appreciating and understanding the definition and practice of Strategic Thinking, Planning & Implementation.
2. Understanding the vital role of stakeholders in the creation of strategies.
3. Creating an analysis of past trends and a projection of future scenarios as they impact your business strategies.
4. Understanding and applying concepts for situational (contradiction) analysis in internal as well as external environments.
5. Applying the strategic thinking process of vision, contradictions, strategies and action planning.
6. Adopting the use of Key Performance Indicators & Critical Success Factors in strategy implementation.
7. Understanding and applying action planning in a work situation.

#### 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.

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.

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 Address \_\_\_\_\_  
 City/Postcode \_\_\_\_\_ Country \_\_\_\_\_  
 Approving Manager's Name \_\_\_\_\_  
 Position \_\_\_\_\_  
 E-mail \_\_\_\_\_

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**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  
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Photocopy Registration Form to Preserve Brochure Copy. December 2008

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**TO REGISTER**

Online : [www.cmtevents.com](http://www.cmtevents.com)  
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 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

**TELEGRAPHIC TRANSFER**

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**LEARN FROM THE BEST**

**SYED HAMID ALHABSHI,**

Principal Consultant, SHA

Consulting

MMIM, MIM-CPT

Syed Hamid Alhabshi graduated from University Malaya with a Bachelor of Economics in 1972. He joined Lever Brothers (M) Sdn Bhd (Unilever) the same year in the marketing department and worked there for six years. During this period, as Brand Manager, he handled major household brands like Lux, Lifebuoy, Planta, Vim, Omo in addition to other brands. The exposure gave him a solid grounding in marketing, advertising and promotions.

He next moved to Dutch Baby Milk Industries where he was supervising the whole milk, infant formula and Agency lines for four years. In addition, as the Marketing Services Manager he was also supervising the advertising and market research functions of the company.

Following this he joined Amway Malaysia Sdn Bhd as Marketing & Sales Manager where he was

in charge of marketing and sales in addition to corporate communications. He also had valuable experience in Public Relations working closely with a major PR firm for over 7 years. He was exposed to Strategic Thinking since 1985 and has led workshops within the company and applied Strategic Thinking in the workplace from then on.

He joined Citibank as Vice President Marketing Research & Communications, tasked with introducing marketing to the corporate banking arm of the bank. During his tenure there, new products were supported by a full marketing launch, and became the norm and also extended to other markets in the region.

He then went to the New Straits Times Group as Senior Group General Manager and helped introduce significant system changes to the marketing department in relation to product launches, competitors monitoring and Agency Sales approaches including the Berita Harian sales team turnaround.

He left the NST group and went into consulting in 1992, during time he has consulted with over 40

different organisations in various fields including Strategic Thinking, Team Building, Corporate Culture Development, Executive & Management Development, Customer Service and many other arenas.

SHA Consulting's client base includes the Banking & Finance, Oil & Gas, Insurance, Property Developers, IT Services, Manufacturing industries. With 20 years' experience in line management and over 14 years experience in consulting.

He is an MIM Certified Professional Trainer and regularly trains and facilitates both public as well as in-house programmes with the Malaysian Institute of Management (MIM).

Syed Hamid Alhabshi is trained in the Technology of Participation (ToPá) in the USA and other countries. He has also consulted in Singapore, Thailand, Sudan and Indonesia. With his wide range of experience in diverse industries, he is able to bring to bear in his consultations and training the valuable experience and perspectives from both sides of the industry.