



A 2-day practical program on

STRATEGIC BUSINESS PLANNING In Uncertain Times

- How To Effectively Prepare &
Implement Business Plans

13-14 August 2009 | GRAND MILLENNIUM HOTEL KUALA LUMPUR

PROJECT OBJECTIVES

Planning is not about 'guesswork' but the outcome of a structured process using practical techniques to evaluate where we are now, where we want to get to in the future, and most importantly, how do we get there.

This 2-day course enables participants to be fully conversant with the concepts, practices and preparation of business plans and strategy.

AFTER ATTENDING THIS PROGRAM, YOU WILL BE ABLE TO:

1. Master the 'McDonald' strategic planning model to deliver superior and achievable business plans, no matter what business you are in.
2. Align your unit/departmental strategies with your organisational objectives and vision.
3. Use the latest tools, techniques and approaches to business planning.
4. Learn to avoid common pitfalls and instead, adopt practical steps to make business planning a reality, not something to do and put away to forget.

FOCUSING ON

- Introduction To The Malaysian Business Environment
- Strategic Thinking & Planning
- Setting The Business Direction
- Developing The Business Strategies To Achieve The Future Direction
- Finalising The Business Plan
- Effective Implementation Of The Business Plan

METHODOLOGY

Lectures, case studies, individual & team exercises and group discussions. Participants will learn to use the McDonald approach to strategic planning which incorporate the most useful elements of current strategic thinking associated with Balanced Scorecards and Blue Ocean.

WHO SHOULD ATTEND

GMs/COOs, Senior to Mid-level Managers, Business or Functional Heads and those who are accountable for the successful implementation of business ventures or are new to strategic planning also all entrepreneurs. Does not require prior or specialised training in finance but some basic understanding or use of financial accounts would be helpful.

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