

2 Day Workshop

# Strategic Corporate Direction

- Planning & Implementation for Energy & Petrochemicals

Led by

**International Expert with Extensive Corporate & Teaching Experience**

**3-4 December 2009**  
**Royal Plaza on Scotts**  
**Singapore**

Focus on :

- How the effects of recent volatile changes in trade, politics, availability of credit, wealth and attitudes toward energy might impact the future of business operation
- How to engage in a scenario planning process to better conduct strategic planning, manage and succeed in uncertain environments
- How the market is changing and how corporations may respond in their business planning

This workshop introduces a new conceptual framework and methodology to ensure innovative as well as disciplined strategic thinking in volatile and complex environments. This is a quantum change from traditional planning approaches. It zooms in on concepts, frameworks and techniques to **link strategic vision to current and future capabilities**. You go through the **various steps of scenario-based strategic planning methodology and their applications in the energy sector**.

## Workshop Agenda & Highlights

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| ■ Macro economic outlook and fundamentals of the finance and energy sectors          | ■ Scenarios review and group presentations                               |
| ■ Fundamentals of scenario-based planning  | ■ Core competencies: identifying, evaluating and measuring               |
| ■ Decision making and framing - a model for making good decisions                    | ■ Strategic segmentation: strategic vs. traditional segmentation         |
| ■ Setting the global context: Forces at work in energy and petrochemicals industries | ■ Setting direction and capability requirements for the future           |
| ■ Using scenarios to expand strategic choices  | ■ Key success factors  |
| ■ Constructing scenarios for the energy and petrochemicals Industries                | ■ Strategic vision and options generation                                |
| ■ Adjusting scenarios for your company   | ■ Scanning and monitoring the environment for important and weak signals |

From this workshop, participants will learn practical application of the background concepts and steps of the scenario planning process, grounded in the key issues and realities of their industries. DSI's expertise in adaptive strategic planning and experience in the energy sector will allow us to ensure that the material covered will be highly relevant and engaging for each person.



## About the Workshop Leader

John Austin is a Senior Consultant in Executive Development for Decision Strategies International (DSI). Prior to joining DSI, John helped launch two companies based on his research, Aptient Research and Training, and YourWebView, LLC. He has been on the faculty at the Smeal College of Business at Penn State University and at The University of Washington and has taught executives at The Wharton School, Georgetown University and Duke Corporate Education. Within the past year, John has worked with a wide range of organizations including HSBC, Rio Tinto, Shell, and AREVA. He helped HSBC better prepare their managers to lead large-scale change. At Rio Tinto, Shell and AREVA he helped executives improve their decision processes. In addition, John worked with executives at Shell and AREVA to apply scenario planning techniques to their strategic challenges.

Dr. Austin's research has been published in leading management and applied psychology journals including *Journal of Applied Behavioral Science*, *Journal of Applied Psychology*, and *Organization Science*. In addition, he has presented his research at the annual conferences of the Academy of Management, American Psychological Association, INFORMS, and International Association of Business and Society. John's work has been recognized with three Best Paper awards from the Academy of Management. Dr. Austin's work has been mentioned in a number of media outlets including CNN, *The Wall Street Journal* and *Barron's*.

## Key Benefits of Attending this Workshop:

Scenario Planning and its associated Dynamic Monitoring provide a framework for more effective strategic planning in the highly complex, uncertain energy sector. Success or failure in energy depends not only on what companies decide or where they invest, but also on what happens in the world around them and how they interpret important signals. This workshop will help energy executives to develop a framework to:

- Increase your team's competitive agility against industry challengers
- Identify and avoid common decision traps that derail sound, strategic decisions
- Evaluate robust investment options in the face of multiple, potential futures of the energy industry
- How effective evaluation of political, social, environmental, technological / infrastructure, and economic drivers can determine future winners in the energy industry
- Analyse major forces of change in the industry to "future-proof" the enterprise
- Monitor & adapt to environmental and industry changes

### Who Should Attend This Workshop

Corporate Executives, Leaders, Senior and Middle Management, Vice-President for Corporate Planning, Business Development, Strategic Planning and other Senior Executives who are Responsible for Setting Corporate Direction, Leading and Implementing these Strategic Initiatives will find this workshop particularly relevant.

## REGISTRATION

Name (Dr/Mr/Mrs/Ms)	
Company Name	
Designation	
Address	
City/Postcode	Country
Tel (Home)	(Office)
Mobile	Fax
Email	

Update your details at [www.cmtevents.com](http://www.cmtevents.com) **091242ONG09**  
If undeliverable, please return to: 80 Marine Parade Road # 13-02 Parkway Parade, Singapore 449269

### CONFERENCE VENUE

CMT has arranged special discounted room rate at S\$ 250++ (Deluxe) per room per night inclusive of buffet breakfast (subject to room & rate availability) for delegates at **Royal Plaza on Scotts**. Please reserve your room with the hotel directly, providing full credit card number & expiry date to:

Wennis Lim, Conference & Banquet Sales Manager  
**Royal Plaza on Scotts**, 25 Scotts Road, Singapore 228220, Singapore  
Tel: 65 6589 7818 Fax: 65 6737 6096 Email: [wennis.lim@royalplaza.com.sg](mailto:wennis.lim@royalplaza.com.sg)  
Cut off Date: 2 November 2009

### HOW TO REGISTER

By Internet: [www.cmtevents.com](http://www.cmtevents.com) By Fax: 65-6345 5928  
By Email: [sasha@cmtsp.com.sg](mailto:sasha@cmtsp.com.sg) By Tel: 65-6346 9124

### FEES

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

Conference Fee for 1 Person	Conference Fee for 3 or more* (from the same company)
<b>USD1,995</b>	<b>USD1,695</b> <b>(MIN SAVINGS OF USD900)</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.

### PAYMENT

**By Credit Card** (Visa/Mastercard only) - please request for credit card form

### By Telegraphic Transfer

**Account Name:** Centre for Management Technology  
**A/C No:** 251 - 004487 - 178  
**Bank:** HSBC Singapore  
**Branch:** Marine Parade, Singapore  
**Swift Code:** HSBC SC5G

TT must include additional USD21 for Beneficiary's Bank charges. Delegates must bear all bank charges and local taxes (if applicable). Fees must be NETT of ALL charges.