

STRATEGIC THINKING, PLANNING & IMPLEMENTATION

DATE: 3-4 April / 10-11 July / 13-14 November 2023
14-15 March 2024

FEE: RM1,300

DURATION: 2 Days

HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

“If you don’t know where you are going, how will you know when you are lost?”

What will your business be like in three years? Do you have a roadmap to get from today to your envisioned tomorrow? Will you be a few steps closer to realizing your vision by next year? No one can predict the future. But, if you don’t change anything, the future won’t be any different than the past. The main challenge is that you need to anticipate changes and make decisions about what is likely to occur in the competitive environment. You must think in terms of the financing necessary to reach new heights. You must prepare the human and physical resources necessary to compete in the future. You must consider product and service development that will meet customer needs in the future. Most importantly, you have to create a culture of growth in your company. All these efforts do not magically happen. Yes, it boils down to the fact that you need to engage yourself in effective strategic thinking, planning and implementation.

Strategic planning is less about future decisions than about the future impact and consequences of today’s decisions. Strategic planning examines the necessities of today and tomorrow in light of an organization’s goals and capabilities. Knowing where you want to go and finding carefully considered, creative ways of getting there are the hallmarks of successful strategic planning. However, strategy has to be implemented effectively. Strategic thinking, planning and implementation is the business growth sustainability imperative

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Understand the concepts and rationales of strategic planning and implementation
- Analyze the external and internal environments that affect business
- Determine organization’s strategic direction and priorities i.e. vision, mission and core values
- Formulate appropriate strategies to achieve strategic objectives
- Translate strategy into actions for ultimate implementation

METHODOLOGY

- Expert Facilitation
- Interactive discussions and sharing of real-life issues
- Reflection on experiences
- Video presentations
- In-class exercises
- Live case studies
- Level 1 Assessment

WHO SHOULD ATTEND

- Mid/Senior Level Manager
- First Level Manager

FACILITATOR

Dr Lai Chong Teng

He has established himself as a successful professional in a career period spanning over 38 years. Uniquely knowledgeable and skilled at working with multicultural workforces, Dr. Lai has worked in various senior management positions, such as Chief Executive Officer, Senior Management Consultant, expatriate, trainer and educator in several established local and overseas corporations. Over the years, he has provided training and consultancy services in various much sought-after management fields

PROGRAM CONTENT

Module 1

Understanding The Big Picture

- Strategic Plan
- Importance of Strategic Planning
- Strategic Planning Process
- Strategic Planning Cycle

Module 2

Knowing The Terrain

- Macro Environment Analysis
- P.E.S.T.E.L Analysis
- Industry Environment Scanning
- Porter's Five Forces
- Organizational Analysis
- Strengths and Weaknesses
- SWOT Analysis
- Product Portfolio Analysis (BCG Matrix)

Module 3

Envisioning The Future

- Vision
- Mission
- Strategic Goals

Module 4

Strategizing The Growth

- Strategy & Strategic Options
- Strategy Defined
- Strategy and Value Creation Process
- Different Levels of Strategies
- Strategy and Performance
- TOWS Matrix
- Strategic Options
- Translating Strategic Options Into Actions
- Implementation Roadmap
- Planning and Implementation

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 1 (<i>Continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 2 (<i>Continue</i>)
		End of the day

Day 2

9:00am - 10:30am	:	Module 3
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 3 (<i>Continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 4
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 4 (<i>Continue</i>)
		End of the day

