



Asia Masters Center

Formulation Of Objectives & Documentation Of Performance





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➔ Course Objective

- Examine how to design visionary strategic plans
- Consider utilization of a model for organizational assessment
- Formulate insights into strategic planning problems to avoid
- Identify and learn from examples of strategic success and failure
- Develop understanding of the nature of the organizational life cycle
- Study the preparation of effective contingency plans

➔ Target Audience

- Specialist Managers
- Operational Managers
- Team Leaders

➔ Course Outline

DAY 1

- **Strategy, Strategic Planning and Competitive Positioning**
- Introduction to the Seminar – *structure and content*
- Strategy - *concept and significance*
- “Competitive Positioning” vs. “Blue Sky” approaches
- Achieving Competitive Advantage through Flexibility and Agility
- The Interaction of Strategy, Structure and Business Processes
- Gathering Information and Intelligence for the SWOT Analysis
- Mini-cases and Group Discussion – “Cost vs. Differentiation”



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DAY 2

- **Strategic Intent, Strategic Choice and Balancing Scorecards**
- Vision and Mission Statements - *preparing for the future*
- Business Analysis and Contingency Planning
- Strategic Choice
- Converting the SWOT Analysis into the “Strategy Matrix”
- Strategy Formulation – *programmes, projects, policies*
- Transforming the Organization - *strategy implementation and managing change*
- Mini-case and Group Discussion – “*Major strategic re-orientation*”

DAY 3

- **Assessing the Current State of the Organization**
- Leadership and Management in relation to Strategy
- Customer and Market Focus
- Human Resources and Knowledge Management
- Building a Strategic Planning Team
- Effective Process Management to achieve business results
- Monitoring and Measuring Business Performance
- Mini-case and Group Discussion – “*A market entry problem*”
- DAY 4
- **Strategic Planning Best Practice Whilst Avoiding the Pitfalls**
- The Strategy Life-cycle and the Problem of Strategic Drift
- Getting Innovative thinking into the Organization
- The Potentially Negative Dimensions of Success
- How to Avoid 'Paralysis by Analysis'?
- Overcoming inability to evaluate fresh ideas, denying the truth and thinking inside the box
- The Critical Importance of Good Planning Team Dynamics
- Mini-case and Group Discussion – “*How and why a good organization can go bad?*”



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DAY 5

➤ **Personal Strategic Planning**

- Applying Strategic Tools and Techniques to the Individual
- Personal Goal Setting, Creating a Personal Strategic Plan
- Implementing Change - *achieving progress as a strategic manager*
- The Mix of Competencies and Personal Skills required in 21st Century Business
- Executing Strategy - *how to break it down and get it done?*
- Developing Inspiration and Gathering Support
- Overcoming Adversity by Leveraging your Skills and Building on Success
- Conclusion - *a personal role in the strategic planning and goal setting processes*
- The design of financial models for forecasting and decision-making

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.



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➔ The Cost Of The Training Program Includes The Following:

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

Communicate with the training department
to know the participation fees

➤ **There are offers and discounts for groups**

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