

In today's dynamic and constantly changing global environment, there is a critical need to consistently review and renew the organization's direction to keep pace with the flattening world, the narrowing of competition, the escalating expectations of customers, and the accelerating evolution in the nature of business and economics. This has led to the adoption of many strategic plans, initiatives and innovations by organizations wanting to maintain the competitive edge, or to even survive.

All these involve change; for the organization and for its people. Unless the right changes take place in an effective and timely manner, the well-intentioned plans, initiatives and innovations will not create any positive value for the organizations. This poses a major challenge to the leadership of organizations striving to evolve into great organizations.

This workshop will give participants the insights on what it takes to **LEAD STRATEGIC CHANGE**, successfully!

Ensure
SUCCESSFUL EXECUTION
of your Strategic Change
of all types:
strategy, culture, turnarounds,
restructuring, re-positioning,
new capabilities, etc.

Who Should Attend

- Mid- and Senior-Level Managers
 - Strategic Planners
- Organizational Development Managers
 - Change Agents at All Levels

Benefits

In this interactive seminar, you will learn how to:

I. Develop a "Smart Start" to Leading Change

- *Engineer Success Up-Front* – The difference between the Systems Thinking Approach and other piecemeal change approaches
- *Plan-to-Implement* with the Smart Start Strategic Thinking process
- Customise the Change process to meet your goals

II. Ensure Successful Implementation & Strategic Change

- Guarantee successful execution of desired strategic plans and major changes of all types – cultural, turnarounds, restructuring, new capabilities, etc.
- Cascade Change throughout the organisation
- Use a menu of 14 change structures for successful change
- Use an Environmental Scanning System to avoid the 75% failure rate of change efforts.

III. Build and sustain high performance – Year after Year

- Reduce resistance to change; develop *buy-in* and stay-in.
- Keep your change fresh through *Strategic Change Reviews*.
- Conduct comprehensive enterprise-wide change assessments against proven best practices

Content Outline

- ✓ **Overview** - Why 75% of Change Fails
- ✓ **The Systems Thinking Approach** -The ABCs of Change
- ✓ **Goal #1 – Clarity of Purpose**
 - ❖ Shared Strategies
 - ❖ Enterprise-wide Change Initiatives
- ✓ **The Iceberg Theory of Change**
 - ❖ The 3 Elements of All Human Transactions
 - ❖ Players of Change Roles
 - ❖ Key Structures for Change
- ✓ **Smart Start**
 - ❖ Smart Start Sequence
 - ❖ Parallel Involvement Process
 - ❖ Organizational Capacity for Change
 - ❖ Resources for Enterprise-wide Change
 - ❖ Yearly Map of Implementation
 - ❖ Change Game Plan
- ❖ Typical Current State Assessment Tools
- ❖ Assessing Your Organization (Business Excellence Architecture)
- ✓ **Goal #2 – Simplicity of Execution**
 - ❖ Activities, Keys, Beliefs
 - ❖ 7 System Levels
 - ❖ Going to Scale
 - ❖ Waves of Change
 - ❖ Change & Resistance
 - ❖ Ways to Go through Change
 - ❖ 6 Stages of Organizational Change
- ✓ **Goal #3 – A System of Results**
 - ❖ Sustaining Momentum Year to Year
 - ❖ Annual Review & Update
- ✓ **Action Planning**
- ✓ **Tools, Tips, and Techniques**
- ✓ **Application Exercises**
- ✓ **Case Studies**

Previous participants of Haines Centre for Strategic Management® ASIA workshops have included Senior Managers from:

- 3M
- ABN-AMRO
- AP Communications Pte Ltd
- Arab Bank
- Ascendas Land
- BAX Global
- BCA
- BPMI Gas Indonesia
- Brothers International
- CPF Board
- Centrepoint Properties
- DBS Bank
- Diethelm Singapore
- DSTA
- EDB
- Eastman Chemical
- Givaudan Singapore
- HCA Hospicecare
- Hiap Moh Corporation
- Hitachi Asia Group of Companies
- NETS Singapore
- Hyatt Kuantan
- IE Singapore
- INTEL Malaysia
- Institute of Technical Education
- JC Decaux
- John Little
- John & Johnson Visioncare
- Jurong SML
- Jurong Town Corporation
- Merck Sharpe & Dohme Singapore
- Ministry of Education
- Ministry of Health Indonesia
- Ministry of Industry & Trade Indonesia
- National Institute of Education
- National University of Singapore
- Nanyang Technological University
- NETS Singapore
- Nokia Singapore
- NOL Group
- OTIS Elevator
- Pratt & Whitney
- Petronas Carigali Malaysia
- RL Feeder
- Samsung SDI Malaysia
- Singapore Polytechnic
- Singapore Press Holdings
- Singapore Technologies
- Singex Venues
- SingTel
- Sumitomo Chemical
- Tenaga Nasional Malaysia
- Thomson China
- Titan Polyethylene Malaysia
- Zurich Insurance Indonesia
- Many More

REGISTRATION FORM

FAX: 65 - 6 3365 032

Choice of Dates (Please Tick):

13 – 14 May 10

Contact Person _____ Designation _____

Company _____ E-Mail _____

Address _____

Phone _____ Fax _____

Participant's Name

Designation

E-Mail

Phone

Please make payment to:

CSM Strategic Consultants Pte. Ltd.
3 Raffles Place #07-01
Singapore 048617

Registration Fee:

\$ 850 per participant + \$ 59.50 GST = \$909.50 per participant
(GST Registration No. 200615997C)

For any further enquiries, please contact us at:

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Note: CSM Strategic Consultants Pte. Ltd. reserves the right to change the venue to an equivalent venue at its discretion, and/or to cancel and/or postpone the workshop in the event of insufficient numbers of participants.

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