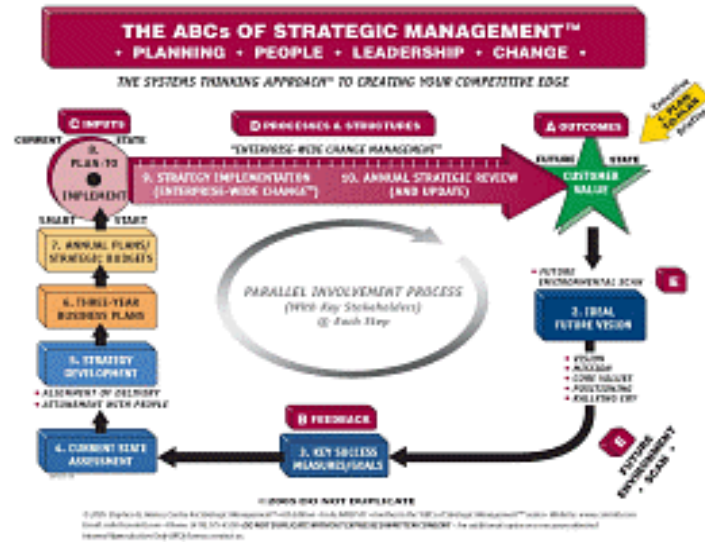


PURPOSE OF THE WORKSHOP

- ✓ To get clarity on strategic thinking & planning in the context of a comprehensive strategic management system
- ✓ To acquire the knowledge and skills to apply a disciplined systems approach to developing an implement-able strategic plan
- ✓ To understand when and how to involve key stakeholders, in order to ensure buy-in over the long term
- ✓ To understand and apply the detailed steps of the strategic planning process
- ✓ To understand how to cascade the strategic plan throughout the organization, and align all work units to the strategic direction
- ✓ To get an appreciation on what is needed for effective execution in terms of structures, processes and the people perspective.
- ✓ To understand the specific objectives of strategic review and update
- ✓ To learn about the common mistakes of, and obstacles to, strategic planning, and how to avoid or overcome them
- ✓ To learn practical tips about strategic planning, and how to make it implementation-friendly



BENEFITS

Participants will improve their proficiency in strategic planning by:

- Knowing how to apply the logical and practical systems thinking approach to strategic planning
- Understanding how to get and sustain buy-in by key stakeholders
- Knowing the key leverage points to pay attention to when conducting strategic planning
- Understanding the larger context of a strategic management system within which strategic planning should take place
- Using their own organization's actual strategic plans (where available) as example, and working on it in the context of their area of responsibility
- Applying what they learn immediately in working on their real-life cases
- Sharing the knowledge and experience of the other participants and the facilitator

WHO SHOULD ATTEND

- Senior Management
- Strategic Planners
- OD Professionals
- Future Leaders

WORKSHOP CONTENTS

- ✓ **The ABCs of Strategic Thinking**
The Systems Thinking Approach
 - The Need for Strategic Thinking
 - The 5 Key Questions for Strategic Thinking
- ✓ **Strategic Planning Fundamentals**
 - 3 Goals and 3 Premises of Strategic Planning & Management
 - The Strategic Management System
 - 5 Phases & 10 Steps (Overview) of Strategic Planning & Management
 - Common Mistakes in Strategic Planning
- ✓ **Strategic Planning Steps**
 - Plan-to-Plan
 - Market-Place Positioning for Competitive Advantage
 - Future Environmental Scan
 - Ideal Future Vision
 - Key Success Measures
 - Current State Assessment
- Cascade of Planning
 - Core Strategies vs KSMs Matrix
 - Strategic Action Priorities, Annual Plans
 - Ensuring Alignment
- The Parallel Involvement Process
- ✓ **Execution and Review**
 - Plan-to-Implement
 - Cascade of Change
 - Rollercoaster of Change – The 6 Stages
 - The Strategic Review and Update
- ✓ **Participant Discussions and Presentations**
- ✓ **Case Study**
Using either a facilitator's case study or the participants' own real "live" case from work
- ✓ **Tools, Tips, and Techniques**

Conduct of the Workshop

The workshop will be conducted using adult experiential learning methodology, and will consist of:

- ✓ Short lecturettes to explain the concepts and models
- ✓ Work on real-life cases
- ✓ Case examples
- ✓ Practical templates, tools, techniques
- ✓ Presentations and group discussions

Our Facilitators

All our facilitators are carefully selected professionals with years of hands-on experience in senior management positions. In addition, they are qualified facilitators with good track records facilitating client organizations, as well as public workshops, in their chosen fields.

About the HAINES CENTRE for STRATEGIC MANAGEMENT

The **HAINES CENTRE for STRATEGIC MANAGEMENT**® is a Global Alliance of Master Consultants, Trainers, Coaches and Facilitators, headquartered in San Diego, U.S.A., with partners and offices in USA, Canada, Australia, Singapore, the Middle East, Europe, South America, and Asia. The Asian Headquarters is located in Singapore, and is networked with partners in Malaysia, Hong Kong, China, Sri Lanka and India.

The Centre was founded in 1990 in the USA, and has today 38 independently run offices in 20 countries. Its core business is in Strategic Management (Planning, Leadership, People, Change). The Centre is complemented by Systems Thinking Press, a sister firm that publishes books, participant guides, research libraries, manager handbooks, instruments, templates, and leader's guides as resources.

Key Competencies of the HAINES CENTRE for STRATEGIC MANAGEMENT are in the following areas:

- ❖ Strategic Planning
- ❖ Strategic and Transformational Change
- ❖ Leadership Development
- ❖ Strategic and Systems Thinking
- ❖ Development of Innovation Capacity
- ❖ Strategic Human Resource Management

More information about the HAINES CENTRE for STRATEGIC MANAGEMENT ASIA can be found at our website www.csm-asia.com.

Previous participants of our workshops have included Senior Managers from:

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

REGISTRATION FORM

FAX: 65 - 6 3365 032

Dates: 4 – 5 Nov 2010

Contact Person _____ Designation _____
Company _____ E-Mail _____
Address _____
Phone _____ Fax _____

Participant's Name	Designation	E-Mail	Phone

Please make cheque payable to:

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

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

For more information, please contact us at:

Tel: 65-6 3322 033

Email: info@csm-asia.com

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.