

PURPOSE OF THE WORKSHOP

- ✓ To learn how to apply strategic and systems thinking on a daily basis
- ✓ To acquire the knowledge and skills to apply a disciplined systems approach to developing an implement-able strategic plan
- ✓ To understand and apply the strategic management system and cycle in the organization
- ✓ To understand strategic positioning and how to use it for competitive advantage
- ✓ To understand the importance of external environment scanning and how to do it
- ✓ To understand how to cascade strategic plans throughout the organization, and align all work units to the strategic direction
- ✓ To learn what is needed for effective change and execution.
- ✓ To understand the specific objectives of strategic review and update
- ✓ To learn about the common mistakes of strategic planning and management, and how to avoid or overcome them
- ✓ To understand the natural leadership competency levels.
- ✓ To learn practical tools and techniques for strategic planning and management

BENEFITS

As a result of this workshop, you will be able to:

- Raise your effectiveness as a better Strategic Thinker and Leader on a daily basis in everything you touch and do.
- Deliver a much higher level of customer value by the entire organization on a focused and consistent basis.
- Integrate Strategic Thinking, Strategic Planning, and Strategic Change in a holistic fashion for the organization, business units, teams, and employees.
- Develop, implement, and sustain a customized and integrated Yearly Strategic Management System and Cycle for your organization.
- Achieve sustained competitive advantage for the organization by Leading Strategic Change effectively in a purposeful, coordinated, and highly integrated fashion.
- Significantly increase the level of employee engagement, trust, and productivity throughout the organization.

WHO SHOULD ATTEND

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

WORKSHOP CONTENTS

- ✓ **Strategic Thinking**
 - The Systems Thinking Approach
 - The Need for Strategic Thinking
 - The 5 Key Questions for Strategic Thinking
 - The 12 Principles of Systems Thinking
 - Top 10 Tools for Strategic Thinking on a Daily Basis
- ✓ **Strategic Planning and Management**
 - 3 Goals and 3 Premises of Strategic Management
 - The Strategic Management System
 - Overview of 5 Phases & 10 Steps
 - Key Stakeholder Involvement
 - Common Mistakes
- ✓ **The Yearly Strategic Management Cycle**
 - Plan-to-Plan
 - Market-Place Positioning for Competitive Advantage
 - The Future External Environment Scan
 - Ideal Future Vision
 - Corporate Goals and Key Success Measures
 - Assessment of Organizational Design (Business Excellence Architecture)
- Cascade of Strategic Planning & Change
 - Core Strategies vs KSMs Matrix
 - Strategic Action Priorities, Annual Plans
- Ensuring Alignment
- Annual Strategic Review and Update
- ✓ **Executing Change**
 - Smart Start: Plan-to-Implement
 - Rollercoaster of Change – The 6 Stages
 - The Iceberg of Change
 - Organizational Capacity for Change
 - The Change Game Plan
- ✓ **The 6 Natural Levels of Leadership Competencies**
 - The Natural Hierarchy of Living Systems
 - 6 Competency Levels & Associated Skills
 - Leadership Competencies Self-Assessment
- ✓ **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
- ✓ Videos
- ✓ Activities to reinforce learning
- ✓ Work on real-life cases
- ✓ Case examples
- ✓ Practical templates, tools, techniques
- ✓ Breakout group processing, discussions and presentations

THE FACILITATOR

Stephen Lin is the Asian Partner of the Haines Centre for Strategic Management®, and works with organizations in Singapore and the region, to improve long term performance by developing their strategic management and innovation capabilities through training, coaching and facilitation. He is the Haines Centre for Strategic Management® master facilitator in Asia for training and consultancy using the Centre's proprietary models in strategic thinking, strategic planning, change management, leadership, and innovation.

Stephen is a former government scholar, and has over 23 years of senior management experience in private and public organizations, both as an internal executive as well as an external consultant. As an internal executive, he has led strategic capability acquisition and development efforts and been a key member of strategic and scenario planning teams. As an external consultant, he is in demand for in-company training as well as facilitation of planning efforts. He regularly leads public workshops/seminars on key strategic management topics of and has conducted these workshops in Singapore, Malaysia, Indonesia, India, China and the USA, and is also a faculty member of the Centre's certification board.

Stephen has facilitated numerous "live" strategic planning efforts and in-company senior management development programs, for a wide range of organizations including multi-national companies, small-medium enterprises and government agencies. His in-house clients have included Ministry of Education, National University of Singapore, INTEL Microelectronics & INTEL Technology, See Hoy Chan Group, Singapore Productivity Association, Association of Muslim Professionals, Singapore Sports Council, Housing and Development Board, Raffles Institution (JC), Institute of Technical Education, National Environment Agency, National Institute of Education, Hitachi Asia Group of Companies, Singapore Technologies, Building and Construction Authority, Singapore Telecommunications, II-VI Asia, Social Service Training Institute among others. Stephen has also trained hundreds of managers in public workshops and seminars, with consistently excellent evaluations by the participants

Previous participants of our workshops have included Senior Managers from:

- 3M
- ABN-AMRO
- Ascendas Land
- Association of Muslim Professionals
- BAX Global
- Bank Indonesia
- BPMI Gas Indonesia
- Central Provident Fund Board
- Citibank Singapore
- DBS Bank
- Diethelm Singapore
- Oilfields Supply Centre Dubai
- Economic Development Board
- Eastman Chemical
- Hitachi Asia
- International Enterprise Singapore
- INTEL Malaysia
- JC Decaux
- John Little
- John & Johnson Visioncare
- Jurong SML
- Jurong Town Corporation
- Merck Sharpe & Dohme Singapore
- Ministry of Education Singapore
- Ministry of Industry & Trade Indonesia
- National University of Singapore
- Nokia Singapore
- Pratt & Whitney
- Petronas Carigali Malaysia
- Singapore Technologies
- Sumitomo Chemical
- Tenaga Nasional Malaysia
- Thomson China
- USN Far East
- Zurich Insurance Indonesia
- Many More...

REGISTRATION FORM

FAX: 65 - 6 3365 032

Contact Person _____ Designation _____

Company _____ E-Mail _____

Address _____

Phone _____ Fax _____

Choice of Dates (Please tick): 23-25 Feb 11 22-24 Jun 11
12-14 Oct 11

| Participant's Name | Designation | E-Mail | Phone |
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Please make cheque payable to:

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

Course Fee: \$1,300 per person

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.