



## WHY YOU SHOULD ATTEND?

### Learning Objectives

1 Many leaders and professionals are too preoccupied with day-to-day tactics and think only in operational terms. It's no secret that better strategic understanding and planning leads to better evaluation of future opportunities & challenges, smarter allocation of resources, and higher chances of creating long-term value. The ability to plan for the future is often a prerequisite for being promoted to higher responsibilities.

This training will help you place your business on the path to breakthrough performance and contribute to creating tomorrow's organization out of today's organization.

2 Also, the best strategy in the world is useless without proper execution.

This training will arm you with the knowledge & skills to streamline the strategy execution journey, and the tools & techniques to help your organization realize its strategy and vision in due course.

## Strategy Execution Framework in Turbulent Business Environment

## DELIVERY OPTIONS

1-day awareness

3-day training

3

5-day training covering the entire scope in depth

## COURSE OUTLINES

**Developing the Strategy** by (1) Establishing / fine tuning the mission, vision and values, (2) Performing Strategic Analysis, e.g. PESTEL, Porter, Value Chain, SWOT, (3) Defining the strategic Value Gap & strategic change agenda and (4) Formulating the Strategy (where to play & how to win).

**Translating the Strategy** by (1) Defining Strategic Themes & Objectives in cause-and-effect logic, (2) Setting KPIs and Targets, (3) Defining and prioritizing Strategic Initiatives, (4) Estimating STRATEX and (5) Setting up Accountability Matrix.

**Aligning Organization to the Strategy** including (1) the Business Units & support Units, (2) the Workforce & Incentive Scheme, (3) the Stakeholder value proposition, e.g. Board, customers, suppliers, etc. and (4) Communicating the strategy.

**Linking the Strategy to Operations** including (1) integrating critical business processes, (2) using process and driver models to operationalizing the strategy (3) Linking Financial & Resource Planning and (4) Setting strategy governance (who is doing what, when & how) as well as Project Management Office (PMO).

**Monitoring the Performance** Conduct Strategy Review Sessions. Conduct Operational Review Sessions. Initiative Portfolio Management Process.

**Testing the Strategy** Refresh the strategic landscape in line with Business Environment. Test the Cause and Effect of Strategy Map. Test the Strategy's Robustness via Scenario Analysis. Adapt the strategy for next business planning cycle.

References: Kaplan-Norton Methodology, Real-life examples & Case studies



## WHO SHOULD ATTEND?

Professionals who are responsible for setting business plans to execute the strategy

Executive Leadership who set the strategy

Professionals who are responsible for monitoring the performance of strategy implementation



## TRAINING METHOD

This training relies on a mix of:

- **Concepts** to arm participants with relevant principles,
- **Examples** that help participants think critically about concept application, and
- **Exercises** to allow participants practice using and adapting key tools.

## LEARNING OUTCOME

**At the end of the program the attendees will be able to:**

1. Develop business strategy aligned with market intelligence and shareholders' expectations.
2. Design Strategy Map & Balanced Scorecard.
3. Cascade the corporate strategy into functional levels.
4. Align individual performance of employees with the corporate aspirations.
5. Link between strategy and day-to-day operations.
6. Monitor the performance and continually improve the decision-making.
7. Define scenarios to stress-test strategy and manage the strategic risks

