



## **Effective Strategic Planning and Analysis for Senior Managers and Entrepreneurs**

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### **Seminar Overview**

As business competition intensifies and technology leapfrogs with new advancements, many companies are formulating new strategies to meet the new challenges and increase shareholder value. While formulating the new strategic direction is critical, managers are ill equipped in strategic analysis skills to identify and execute the new strategies. This seminar allows senior managers to take another look at their organization on a more strategic manner and scan the environment both internally and externally to allow them to implement strategies and change effectively for their organization to be sustainable.

### **Objectives of Seminar**

By attending the Seminar/workshop participants will be able to:

- Understand the importance of strategic planning in ensuring the company's success
- Learn useful and powerful strategic analysis and planning tools
- Learn about capacities required to lead whole system change in the company
- Implement a framework for participatory approach to strategic analysis, strategic development and organizational change

### **Who Should Attend?**

This course is designed for senior managers/ managers of all departments/ functional areas be it IT/ Sales & Marketing/ Business Development Production/ Human Resource, Entrepreneurs, Legal, Engineering, CEOs, and Directors who wants to be more effective in helping the organization achieves its financial goals.

## Topics Covered

1. The premise for strategic planning and analysis
2. Strategic Thinking- Importance and developing it
3. Role of senior management in strategic planning
4. Capacities for leading whole system change
5. The Strategic Planning Process
  - a. Setting Objectives
  - b. Strategic Analysis
  - c. Generating Strategies
  - d. Evaluating Strategies
  - e. Implement & Monitoring results
6. Challenges in Strategic Planning
7. Strategic Analysis Tools
8. Forecasting Techniques
9. Company based Case Study on strategic planning



*\*topics subject to customization and change as required*

## Methodology:

This program will be presented via interactive lecture, Q &A , discussions, practical hands-on activities, and group & individual presentation. Students are encouraged to bring their notebooks for this session as presentations using Microsoft® Power Point or other relevant software may be required.

## Facilitator - Dominic Shum

MBA, BBA, FInstLM, FIPA, FFA, FICA,CCIA, MCCS, CPC,

Dominic has more than 20 years of senior management experiences in planning, financial management, general management and consulting. He is the principal consultant and trainer of DRC Services and an adjunct Faculty of Excel International College. He graduated from the National University of Singapore with a Bachelor of Business Administration degree and he holds an MBA in Entrepreneurial Management from Australian Institute of Business. He is a Fellow Member of the Institute of Leadership and Management (UK), Fellow Member of the Institute of Public Accountants of Australia (IPA) cum council member of IPA's Malaysian Division, a member of the Malaysian Association of Company Secretaries. He has led finance and planning functions in local as well as multinational companies and has served as Financial Controller, Strategy Manager, Regional Business Planning Manager, Corporate Affairs Director, Group Finance Manager and other positions. He utilizes his expertise in management and finance to train managers and executives as well as imparting his knowledge to students of MBA and EMBA classes. Dominic has also written many business and management articles in professional journals, academic journals and books..