



STRATEGIC THINKING AND PLANNING

HRD Corp Claimable Courses

Duration

2 days

Time

9.00am to 5.00pm

Venue

Kuala Lumpur Golf & Country Club, Bukit Kiara Kuala Lumpur

((Strategy is about setting yourself apart from the competition.))

INTRODUCTION:

“A vision without a strategy remains an illusion!”

– Lee Bolman–

Increasing your competitive edge has never been more important than in the modern corporate environment. Technological innovations, globalisation, digitisation, and other global changes have ensured that no market is ultimately safe from extreme change or modernisation.

All senior managers and executives should be aware of the exponential opportunities that exist within these changes, and how you can stay ahead of your competition by encouraging strategic thinking and implementing strategic planning.

Strategic Thinking and Planning are no longer reserved for upper-level management and should be encouraged at all levels of your organisation.

This course will give anyone in a position of leadership the confidence and methodology to be able to think strategically about growth opportunities and market threats and assist them with consolidating those thoughts into a structured plan. You will learn to acquire the thought processes and strategic thinking and planning methods necessary to develop a robust strategic plan.

By implementing a successful plan and engaging everyone in the organisation with your aligned objectives, this learning will encourage leaders of all levels to impact change.

This course is designed to empower you with the knowledge and the confidence to be able to make the high-level strategic decisions necessary to cope with change and uncertainty.

Strategic Thinking and Planning Training: Full suite focuses on the following areas:

- ✓ *Mindset*
- ✓ *Communication*
- ✓ *Leadership*
- ✓ *Planning process*
- ✓ *Problem solving*
- ✓ *Motivation*

HOW WILL YOU BENEFIT:

Upon completion of this programme, the participants will be able to:

- Think strategically about the opportunities available to your organisation and effectively consolidate these in the development of a strategic plan
- Understand the importance of a well-designed and innovative strategic plan and how this will impact the potential success of your company
- Deal with unexpected changes within your industry and remain ahead of the curve when it comes to innovation
- Have the tools necessary to make decisions that relate to strategic level decisions
- Prepare a roadmap for your organisation based on the most up to date methodology around strategic thinking and planning
- Advise and educate other colleagues around the importance of keeping up to date with innovation in these areas

PROGRAM OUTLINE

DAY 1(ONE)

9.00AM TO 10.30AM

Module 1 – Overview

- ✚ Defining Strategic Thinking and Planning
- ✚ Value of innovation within strategic planning
- ✚ Organizational benefits of establishing a clear strategy
- ✚ Is Strategic Thinking the best solution?
- ✚ Components, tools and frameworks of strategic analysis

BREAK: 10.30 AM TO 10.45AM

10.45AM TO 1.00PM

Module 2 – The Process

- ✚ Analysis, Planning and Implementation
- ✚ Creating your process using the Planning Pyramid
- ✚ Analysing your existing strategic process
- ✚ Preparing to develop your new strategic plan

LUNCH BREAK: 1.00PM TO 2.00PM

2.00PM TO 3.30PM

Module 3 – External and Internal Analysis

- ✚ Implications and benefits of robust strategic planning
- ✚ Balanced scorecard
- ✚ SWOT methodology – Strengths, Weaknesses, Opportunities, Threats
- ✚ PESTLE, Porter's Five Forces and other analysis tools
- ✚ GAP framework for analysis

BREAK: 3.30PM TO 3.45PM

3.45PM TO 5.00PM

Module 4 – Developing Your Strategic Plan

- ✚ Timelines, Teams and Techniques for development
- ✚ Understanding competitive advantage
- ✚ 5-page framework
- ✚ Boston Consulting Growth-Share Matrix

END OF DAY 1(ONE)

DAY 2(TWO)

9.00AM TO 10.30AM

Module 5 – Planning and Implementation

- ✚ Globalisation and other external considerations
- ✚ Impact of media and social media
- ✚ Encouraging creative thinking throughout your teams
- ✚ Employee engagement and values alignment

BREAK: 10.30 AM TO 10.45AM

10.45AM TO 1.00PM

Module 6 – Rollout Strategy

- ✚ Identify and implement key milestones
- ✚ Execution considerations and threats
- ✚ Use of tactical and operational goals
- ✚ Leadership development

LUNCH BREAK: 1.00PM TO 2.00PM

2.00PM TO 3.30PM

Module 7 – Up Ensuring Long Term Success

- ✚ Identify and implement KPI's and KRA's
- ✚ Implementation tools for key departments
- ✚ Checklists and Scorecards
- ✚ Considering potential disruptions to the long-term success of the plan

BREAK: 3.30PM TO 3.45PM

3.45PM TO 5.00PM

Module 8 – Benefits Moving Forward

- ✚ Benefits of adoption and encouraging success
- ✚ Future impact of strategic thinking – how to progress your organisation
- ✚ Review of content covered in the course

END OF DAY 2(TWO)

WHO SHOULD ATTEND?

Supervisors, Heads of Department, Executives, Managers and Business Owner.

METHODOLOGY:

This programme has designed deliberately structured to test and bring out the best in the teams. It is to combine the best features of “Experiential Learning” with elements of intensive debriefings and reflections. There will be stimulating classroom discussions along with highly intriguing exercises.

Our programs are initiatives which able to encourage people to think to become more innovative. It is not only a knowledge to share, it is also able to a practical experience in actual life. We believe individual behaviour and attitude are the major basic to affect their way in doing work and leading a team. Thus, we design this beneficiary program which involve extensive use of case studies, debriefing, role play, feedback, games and activities, group discussion, lectures, story-telling, brainstorming, structure instruments and etc.

TRAINER PROFILE

Kalvin Goh, widely recognized as a proficient team-building coach and seasoned soft skills trainer, employs engaging games and activities as effective educational tools for fostering learning through enjoyable experiences. With a specialized focus on Leadership, Management Training, Conflict Resolution, Customer Service, ESG Awareness, Time Management, Coaching, Mentoring, Presentation, Communication, Service Industry Management, and HR-related practices, Calvin brings a wealth of expertise to his training programs.

Kalvin Goh commenced his career journey as an account assistant in 2006, honing his expertise in accounting, audit, and taxation. His career path diversified as he ventured into the direct sales industry, affiliating with esteemed companies such as Herbalife, Amway, and others, gaining invaluable experience. In 2013, Calvin transitioned into sales roles encompassing dental supplies, property, and insurance consultancy, further refining his sales acumen and techniques. He also assumed roles as a life coach at Persatuan Yuan Man and an event manager at the International Business Alliance, broadening his skill set across multiple domains.

Kalvin is renowned for his fervor in enhancing leadership and communication skills. With a proven track record, his training sessions have helped over 350 participants overcome communication barriers and bolster self-confidence within a mere two-day span. His clients have lauded his strategic guidance in formulating market plans, resulting in increased sales and the emergence of top sellers in the Southern Region. Calvin emphasizes the significance of self-communication in boosting personal and collective confidence, advocating a core belief that nothing is impossible with the desire to transform possibilities into realities.

Participation Registration & Fee

Participation Fee: **RM 1,795.00** per person (2days)

HRD Corp Claimable Courses

(Fees inclusive of certificate of attendance, welcome morning coffee, 2-tea break and 1-luncheon.)

*In-House Training can be organised upon request.

We have limited seats! Register Now!

To register, email to marketing department at mytrain2@mytrainingmalaysia.com

Registration via online can be done thru our website at www.eliteedge.com.my

ORGANISED BY

ELITE EDGE TRAINING (202403112918 (LA0067857-X))

(HRD Corp Registered Training Provider)

LEVEL 23-1, Premier Suite, One Mont Kiara No 1,

Jalan Kiara, Mont Kiara 50480 Kuala Lumpur Malaysia

Tel: +603 – 27856812

Marketing WhatsApp: + 6013 335 8805 & +6016 221 5364

Elite Edge

