

Amplios Academy

Amplios Consultants Pte Ltd

Performance improvement consultants

www.amplios.net

Strategic Planning

A two-day workshop for managers in a changing world

Training objectives

The purpose of this seminar is to:

- Communicate the importance of Strategic Planning (SP) for corporate survival
- Equip the participants with fundamental SP skills
- Explain how to assess the typical SP skills required by different organizations

Training method

The training method involves:

- Description of the theory
- Reinforcement of the theory by case studies
- Involvement of the participants by techniques such as role play and games
- Reinforcement of the learning by techniques such as mini-quiz
- Resolution of queries by question-and-answer

Training content

The training covers topics such as:

- The History and Background of Strategic Planning in Corporations
- Porter's 5 Forces
- Vision, Mission, Corporate Values, Core Competencies
- Market Research
- Competitive Advantages
- Customer Requirements
- Links to Scenario Planning
- Links to Blue Ocean Strategy and Innovation Strategy
- Links to The Balanced Scorecard
- Links to Corporate Governance and Risk Management
- Goal Setting and Leadership
- Innovation and Creativity
- Organization, Departmental and Product Strategies
- Links to Business Plans and Budgets

Who should attend

The seminar is intended for CEOs, Marketing Executives, Profit Centre Managers and Supervisors