Strategy has become a part of the main agenda in many organisations today and strategic planning is an organisation’s process of defining its strategy and making decisions on allocating its resources to achieve this strategy. Strategic planning is an important business activity. Since strategic planning is a top-down process in most organisations, the ability to align the organisation and build commitment behind the new strategy at lower level management is to provide understanding of how top management goes about in formulating the strategic plan. However, it would be impossible to formulate the appropriate strategy without engaging in strategic thinking.

The programme explores the principle dimensions of strategic thinking and the relationship between strategic thinking and planning. It presents a framework and utilizes different planning matrices to illustrate an approach in crafting out a strategic plan and how successfully implementing it will require aligning the key levers of the organization’s business systems and creating a strategy-support culture.

LEARNING OUTCOME
At the end of this programme, you will have gained the following knowledge and learning, and be able to:

- Write good vision and mission statements
- Conduct both external (environmental, industry and competitors) and internal assessments and carry out a SWOT analysis of your unit or company
- Choose the appropriate strategies to achieve your unit’s or organisation’s objectives
- Develop your unit/departmental strategy to align with your organisational strategy
- Explain how a properly formulated strategic plan will enable your organisation’s leaders to rally the entire organisation towards a shared mission
- Organise and align the organisation, build commitment and create a strategy-supportive culture behind the new strategy
- Implement the strategic plan and measure its performance against the plan

PSMB SCHEME
- SBL
PROGRAMME OUTLINE

Day 1
What is Strategy and Why is it Important?
• Key Elements of a Successful Strategy
• How Business Model relates to the Concept of Strategy

Strategic Thinking and Planning: An Integrated Approach
• The Concept of Strategic Thinking
• The Dimensions of Strategic Thinking
• How Strategic Thinking is Linked to Strategic Planning

Vision, Mission and Core Values
• Key Elements of Strategic Vision and Mission
• Linking the Vision/Mission with Core Values

Day 2
External and Internal Assessment
• External Environment Assessment
• Competitive Analysis
• Industry Analysis
• Competitive Profile Assessment
• Internal Assessment to Evaluate a Company’s Resources and Competitive Position

Setting Objectives and Strategy Choices
• The Imperative of Setting Objectives
• The Five Generic Strategies: Which One to Employ?
• Other Important Strategies

Day 3
Strategy Analysis and Choice
• The Process of Generating and Selecting Strategies

Strategy Implementation
• The Process of Implementing the Strategy

Aligning and Building Commitment to Strategy
• Factors to Consider in Aligning the Organisation and Building Commitment to Strategy Implementation

LEARNING FACILITATOR
Main Facilitator
Chan Leck, MMIM, MIM-CPT
MBA (General) University of Hull, UK
Professional Diploma MCIPS (Chartered Institute of Purchasing & Supply) U.K. Professional Diploma MCILT (Chartered Institute of Logistic & Transport)

Alternate Facilitator
Dr Lai Chong Teng, MMIM, MIM-CPT
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ADMINISTRATIVE DETAILS
FEES:
Member: RM 2,320
Non-Member: RM2,690
(Inclusive of the 6% GST)

DURATION: 3 days  TIME: 9:00 am - 5:30 pm

DATES:
• 8-10 March 2016
• 24-26 May 2016
• 25-27 July 2016
• 6-8 December 2016

MIM reserves the right to alter the programme schedule and details without prior notification. Fees quoted are subject to terms and conditions outlined in MIM’s Registration Policy.