

1st Strategic Development Course (SDC)

24-26 May 2017

PIKOM Training Centre, Empire Damansara, Damansara Perdana



The National ICT Association of Malaysia (PIKOM) in collaboration with Business Technovise International (BTI) is once again, inviting you to experience our new initiative, the 1st Strategic Development Course (SDC), from 24-26 May 2017, to be held exclusively at the PIKOM Training Centre, Empire Damansara, Damansara Perdana.

Strategic managers live in the present but **focus on the future**. Alexander the Great once said that he was not afraid of an army of lions led by a sheep; he was afraid of an **army of sheep led by a lion**.

PLC Strategic Development Course (SDC) is a 3-day workshop that will assist you to focus on the future, and lead your team and organization to sustain competitive edge. Strategic management is one of the most important skills in business management. While not having won every war, but having avoided a lot of ambushes, pro-active strategic management means to be on the constant lookout for incremental vs monumental changes.

PLC SDC is fun-filled and totally engrossing. With the simulation of various **strategy games** and activities, the **participants who have just entered the Managerial Position and are not well-versed with the key Strategy concepts** will take-away deep understanding and insights what defines **medium to long-term** strategic planning instead of reacting to daily challenges. The workshop introduces you to the basic concepts and tools of strategic business management and expounds on the notion of strategy and how it relates to innovative competitive advantage. 3-5 year planning horizon, Vision, Mission, Core Values & SWOT are among the concepts explained. Key activities entail business goals, objectives and plans in tandem with effectiveness and efficiency. Continuously formulating a dynamic and **sustainable business strategy** which is aligned to long-term corporate goals, in the face of constant change and technological disruptions, is the key differentiator between mere **surviving** and impressive business **thriving**. Innovation business model with disruptive technology is an emerging trend.

Target Audience:

1. Business owners or employers from any industry who are interested in developing the skills needed to analyze and create strategy.
2. Senior Managers or those who aspire to senior management role.

What's in Strategic Development Course (SDC) for you?

organizations produces a higher average success rate when they have good alignment of talent and organizational strategy; **72%**

58% organizations are without talent aligned to organizational strategy

¹ The Competitive Advantage of Effective Talent Management, 2013, PMI

PLC SDC addresses the *elephant in the room*: many managers make **intellectual** but unintentionally **unwise** decision. Many professionals are asked to develop the businesses without being given the foundation training they rightfully deserved. Their experience mirrors the rough and tumble of their **struggles in life** having to endure the additional wear and tear of a **reluctant strategist**. Making the **transition** from management into **leadership** is never easy and may not be everyone's cup of tea. The **insightful** and **humble** Leader has to ensure that their business strategies/business models remain viable in the face of **changing industry landscape** which could unsettle the strongest and unhinge the steadiest.

PLC SDC imparts the **key skills and competencies** that prepare you to think, analyze, create and execute strategically.

Key Takeaways

- learn the basic concepts and tools of strategic management
- learn how strategy yields competitive edge
- discover different strategic tools to evaluate SWOT, including the industry competitive forces analysis
- learn how to identify company SWOT and how to develop competencies
- learn to formulate a dynamic and sustainable business management strategy, aligned to long-term corporate goals (3-5 year planning horizon wrt business goals, objectives and plans, Vision, Mission, Core Values & SWOT)

Meet the Chief Instructor:

Chee-Peng TAN is a humble and practical PPM practitioner with 32 years of experience. Having assisted his repeat MNC clients in the successful implementation of multi-billion project



portfolios, he will be fondly remembered by more than 5,700 PMs/senior management from 64 countries for career-defining approach to making things happen and delivering business outcome.

First Class Honours, Imperial College UK; CITPM Senior; International Who's Who of Professionals for 1999; Board of Assessor Singapore National IT Skills Certification Programme; Fellow Member and Roll of Honours Singapore Computer Society; Mauritius SAPES-recipient and Honorary 300 of the Singapore National Infocomm Registry for ICT Professionals, 2011-2013, F.MIOD.

A Strategic Services Consultant specializing in Business-IT Planning, Programme Management and PMO/Business-IT process automation, previously the Vice President, Technology of Citibank N.A., Singapore; Managing Partner of Andersen Worldwide for Mauritius and East Africa, now Group CEO of the BTI Group with market presence in Asia & Africa.

CONTACT:

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PIKOM * Team **SYNthesis**

Strategic Development Course (SDC) Training Agenda

DAY ONE

08:30-12:30

Opening by the Advisor, PIKOM Training Academy
Strategic Leadership Agenda and Rules of Engagement

Business Strategy & Innovation Redefined

- What is Strategy
- What is Outcome-based
- What is Business Modelling
- What is Disruptive Innovation

Business as Unusual

- Key Challenges in Strategy
- Evolving Market & Industry Dynamics
- Who Took My Cheese

1st Breakout Session

13:00-17:00

Executing Strategy 1/3

- Red, Blue & White Oceans
- Disruptive Innovations
- Winning the Battle Before It is Fought

2nd Breakout Session

Strategy 101

- Culture Eats Strategy Everyday
- Value-based Culture
- Ring-fence KYC & Ecosystem

3rd Breakout Session

Day 1 Wrap Up and Discussion

DAY TWO

08:30-10:30

Strategic Perspective 1/2

- Strategic Planning/Alignment
- Contract Management
- Finance & Budgeting
- Complexity Management

4th Breakout Session

Strategic Perspective 2/2

- Business Acumen
- Operational Functions
- Strategic Risk Management
- Stakeholder Engagement

5th Breakout Session

13:00-17:00

Executing Strategy 2/3

- Forecast & Early Warning
- Win-Win & Win Outcome
- Doing More With Less
- Demystifying the Complex Myth

6th Breakout Session

Executing Strategy 3/3

- Selling Ice to Eskimos
- Target Operating Model
- Systemic Impact
- Organization Terrorist & Winning Coalition

7th Breakout Session

1-1 Coaching

Day 2 Wrap Up and Discussion

DAY THREE

08:30-12:30

Business Agility & Continuous Improvement

8th Breakout Session

People, Passion, Profit & Planet (4Ps)

9th Breakout Session

Adaptive Business Outcome

13:00-19:00

Awards and Recognition

Day 3 Wrap Up and Discussion

Strategic Development Course (SDC) Individual Registration Form Current & Advanced Booking

PARTICIPANT DETAILS

Title (Mr / Mrs / Ms): _____
Family Name (Surname): _____
First Name: _____
Email Address: _____
Date of Birth: __/__/____ (DD/MM/YYYY)
Mobile Number: _____
Company / Organisation : _____
Designation: _____
Address: _____

Postcode: _____ City/State: _____
Office Tel: _____ Office Fax: _____
Date: _____ Signature: _____

PROFESSIONAL BACKGROUND

Qualifications: _____
Years of Working Experience: _____ Years in Project Management: _____
Years as officially-designated Project Manager Roles: _____
Professional Project Management Membership: _____ (eg. PMI)

ADDITIONAL INFORMATION

Have you attended any Project Management Training before? YES / NO
Are you PMP-certified? YES / NO
PIKOM Member: YES / NO

STRATEGIC DEVELOPMENT COURSE (SDC) SESSION DATES

Please tick the session date for registration:

- 1st SDC: 24-26 May 2017 (Deadline: 17 May 2017)
 2nd SDC: 25-27 September 2017 (Deadline: 18 September 2017)

VENUE & ACCOMODATION

PIKOM Training Centre @ E1, Empire Damansara, Ground Flr.
No.2, Jalan PJU 8/8A, Damansara Perdana,
47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia
****The organizers reserve the rights to change the venue at their discretion.**

Accommodation and travel costs are not included in the registration fee.
Please contact PIKOM should you need further details on accommodation.

PARTICIPATION FEE

- Local Registration: RM4000.00+6% GST (after rebate)
 Foreign Registration: USD1,500+6% GST (after rebate)

REGISTRATION

Registered by: _____
Designation: _____
Contact Number: _____
Email Address: _____

BILLING DETAILS

Invoice attention to: _____
GST Reg No: _____
Designation: _____
Contact Number: _____
Billing Address: _____

Email Address: _____

Please **invoice** my company/organisation and payment will be made **prior** to the start of the Course.

PAYMENT METHOD

Please tick where applicable:-

- Cheque made in favour of 'PIKOM'
 Online Wire Transfer (T/T)
 Credit Card Payment (please contact PIKOM for the Credit Card Authorisation Form)

CONFIRMATION

1. Registration is on a first-come-first-served basis.
2. To confirm your registration(s), all registration form(s) must be accompanied with a **Letter of Undertaking (LoU)** on company's letterhead.
3. PIKOM will confirm your registration via email

ENQUIRIES & REGISTRATION

PIKOM, The National ICT Association of Malaysia
Contact Person: Mr GS Murty
Email: training@pikom.org.my
E1, Empire Damansara, No.2, Jalan PJU 8/8A,
Damansara Perdana 47820 Petaling Jaya, Selangor, Malaysia.
General Tel: (603) 4065 0078
General Fax: (603) 4065 0079

[PAYMENT POLICY] Payment is due in full at the time of registration. Full payment is mandatory for event attendance.

[CANCELLATIONS & SUBSTITUTIONS] You may substitute participants at least 5 working days prior to the beginning of the Course. Cancellations will be refunded only if made in writing at least 10 days prior to the beginning of the Course. No refund is given for any late cancellations for participants who do not show up for the course (no-show). ****The organizers reserve the rights to change the venue at their discretion.**

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PIKOM Team **SYNthesis**