



FMM Institute
Centre for Professional Development



Senior Management Development Programme Charting Company Direction : Corporate Planning and Strategic Management

February 22 - 23, 2012
Concorde Hotel Shah Alam

In the 21st century, organisations are challenged in the ways they do business. They need to innovate, adapt, shift and transform themselves. For the organisation to succeed today, top management needs to exhibit dynamic leadership, make strategic decisions and act on opportunities. Corporate planning and visioning are major keys that help the organisation clarify values, focus on the mission and stretch its objectives. This workshop ensures that the leaders have the opportunity to clarify their own values in the context of work, revisit the mission of the group and organisation and create a compelling vision statement for the company.

CONTENTS

The Process of Corporate Planning and Visioning

- ◆ Understanding the process
- ◆ Elements of the process

Developing Visionary Leadership

- ◆ The leader's role
- ◆ Understanding the role
- ◆ Grasping the vision

Clarifying Organisational Values

- ◆ Identifying values
- ◆ Linking personal and organisational values
- ◆ Your guiding principles

Scanning the Current Environment

- ◆ Exploring your current situation
- ◆ Understanding your organisation history
- ◆ Opportunities and threats
- ◆ Environment scan: external factors
- ◆ Strengths and weaknesses: internal factors
- ◆ Critical issues of the future

Defining the Mission Statement

- ◆ Checking your mission
- ◆ Organisational or team missions
- ◆ Pitfalls in creating mission statements

Creating the Vision

- ◆ Drafting a vision statement
- ◆ Picturing excellence
- ◆ Vision and performance

Implementing the Business Strategy

- ◆ Executing the business strategy
- ◆ Continuous cultural improvement
- ◆ Building the structure and systems
- ◆ Staying in action: strategic review

OBJECTIVES

At the end of the programme, participants will be able to:

- ◆ understand the process of corporate planning and visioning
- ◆ plan the long-term direction of the company
- ◆ clarify organisational values
- ◆ design an excellent roadmap for the organisation
- ◆ focus on the future
- ◆ implement the business strategy

FACILITATOR



Mr Peter Chin is an independent consultant, providing services in business management, training and development. He has spent more than 20 years in the corporate world; assuming managerial roles with Standard Chartered Bank, Malaysia;

Whitcoulls Ltd and Market Gardeners Ltd, New Zealand. Peter is qualified with a Master in Business Administration (MBA) from the University of Bath and holds associateship with the Malaysian Chartered Institute of Management. Peter is a Certified Trainer of the American Management Association (AMA).

He is also a member of the National Association of Small Business International Trade Educators (NASBITE) in Portland, USA. He conducts in-house training programmes for large corporations like PERNAS, RENONG, UMW, SAPURA, ABB, Bristol-Myers, George Kent, Anakku Group and Government bodies like MIMOS, FAMA and MINDEF. He also conducts public seminars in the ASEAN region and provides consulting services to small- and medium-sized industries.

For further enquiries, please contact:
Ms Ravathi / Pn Hafifah



FMM Institute

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Fax: 03-62776712

Visit us at www.fmm.edu.my

WHO SHOULD ATTEND

CEOs, General Managers and Senior Managers.

ADMINISTRATIVE DETAILS

Dates : **February 22 – 23, 2012**
(Wednesday – Thursday)

Time : 9.00 am – 5.00 pm

Venue : Concorde Hotel Shah Alam
3, Jalan Tengku Ampuan Zabedah C9/C
40100 Shah Alam
Selangor Darul Ehsan

Fees : FMM Members – RM 2,000

Non Members – RM 2,200

International Delegates – USD 800

Enjoy 10% discount off the regular fees for 3 or more participants from the same organisation and of the same billing source.

(Fees include course materials, Certificate of Attendance, lunch and refreshments)

SBL Scheme

Registration is on a first-come-first-served basis. Cheques made in favour of the **FMM Institute** should be forwarded before **February 6, 2012**. Completed registration form, that is faxed, mailed or e-mailed to FMM Institute would be deemed as confirmed.

All cancellations must be made in writing to FMM Institute. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 8 – 13 working days before the start of the programme is subject to a cancellation fee of 50% of the course fees. Cancellation received 7 working days and below before the start of the programme is subject to a cancellation fee of 100% of the course fees. If the participant fails to attend the programme, the full course fees are payable. However, replacement can be accepted at no additional cost.

The FMM Institute reserves the right to change the course leader, reschedule or cancel the programmes and all efforts will be taken to inform participants of the changes. Should the event be cancelled or postponed, FMM Institute is not responsible for covering airfare, hotel or other travel costs incurred by the participants.

REGISTRATION FORM

Charting Company Direction : Corporate Planning and Strategic Management

▪ February 22 - 23, 2012 (Wednesday-Thursday) ▪ Concorde Hotel Shah Alam

The Manager

FMM Institute

Tel: 03-62867200

Fax: 03-62776712

Please tick (✓) accordingly:

PSMB Scheme: SBL Non Contributor

Required vegetarian meal: Yes No

Dear Sir/Madam,

Please register the following participant(s) for the above programme.

(To be completed in **BLOCK LETTERS**)

1. Name	Designation	E-mail
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Nationality	IC No.	
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2. Name	Designation	E-mail
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Nationality	IC No.	
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3. Name	Designation	E-mail
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Nationality	IC No.	
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(If space is insufficient, please attach a separate list)

Enclosed cheque/bank draft No. _____ for RM _____

being payment for _____ participant(s) made in favour of the "FMM Institute".

Submitted by:

Name: _____

Designation: _____ E-mail: _____

Company: _____

Address: _____

Tel No.: _____ Fax No.: _____ Date: _____

FMM Membership No.: _____ My Corporate Identity No.: _____