



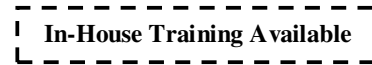
FMM Institute

Centre for Professional Development

Senior Management Development Programme

CHARTING COMPANY DIRECTION: CORPORATE PLANNING AND STRATEGIC MANAGEMENT

September 30 – October 1, 2010



INTRODUCTION

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; and
- implement the business strategy.

WORKSHOP LEADER



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, Anaku 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.

WHO SHOULD ATTEND

CEOs, General Managers and Senior Managers.

METHODOLOGY

A workshop-based programme with practical applications.

ADMINISTRATIVE DETAILS

Dates	:	September 30 – October 1, 2010 (Thursday – Friday)
Time	:	8.30 am – 5.30 pm
Venue	:	Concorde Hotel Shah Alam 3, Jalan Tengku Ampuan Zabedah C9/C 40100 Shah Alam Selangor Darul Ehsan
Early Bird Fees *	:	FMM Members – RM 1,500 per participant Non-Members – RM 1,700 per participant International Delegates – USD 480 per participant <i>(Registration and payment received by September 13, 2010)</i>
Fees	:	FMM Members – RM 1,800 per participant Non-Members – RM 2,000 per participant International Delegates – USD 550 per participant <i>(Registration and payment received after September 13, 2010)</i>
Group Discount *	:	Enjoy 10% discount off the regular fees for 3 or more participants from the same organisation and of the same billing source

** Only one scheme applies*

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

Registration is on a first-come-first-served basis. Cheques made in favour of the **FMM Institute** should be forwarded before **September 13, 2010**. 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.

For further enquiries, please contact:

Ms Carmen / Ms Ravathi / Pn Hafifah

FMM Institute

Tel: 03-62867200

Fax: 03-62756064/62776712

Website : www.fmm.edu.my

REGISTRATION FORM

CHARTING COMPANY DIRECTION: CORPORATE PLANNING AND STRATEGIC MANAGEMENT

Thursday – Friday September 30 – October 1, 2010 Concorde Hotel Shah Alam

The Manager
FMM Institute
Tel: 03-62867200
Fax: 03-62776712 / 62756064

Please tick (√) accordingly:
PSMB Scheme
SBL
Non-Contributor
Require vegetarian meal
Yes
No

Dear Madam,

Please register the following participant(s) for the above programme.
(To be completed in BLOCK LETTERS)

1	Name _____	Designation _____	E-mail _____
	Nationality _____	IC No. _____	
<hr/>			
2	Name _____	Designation _____	E-mail _____
	Nationality _____	IC No. _____	
<hr/>			

(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: _____

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

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