

TITLE: Making Strategy Work

SYNOPSIS: Corporate strategy development is often a critical process for the purposes of organisational development and transformation. What is the business model which the organisation is adopting, what are the competing forces and strategic challenges that the organisation faces and how does the organisation leverage on its strengths and address its weaknesses? Are the organisation's strategies aligned with its strategic thrusts and directions? Has the organisation established short and long term strategic key performance indicators to measure and determine its progress towards achieving its strategic directions? These are all important questions that need to be asked and answered through a corporate strategy development exercise. Making Strategy Work is designed to guide stakeholders through a process for strategy development by applying a balanced score approach. It will adopt a hands-on approach towards organisational analysis, the development of the key organisational thrusts, objectives and provides important perspectives and insights into the development of the key performance indicators for the organisation. It goes beyond strategy formulation to issues facing strategy execution and implementation.

DURATION: Two Days

TARGET AUDIENCE: Directors and Senior managers

PROGRAM OBJECTIVES:

By the end of the program, participants will be able:

- To understand the process of strategy formulation and the establishment of the corporate vision and mission and values of the organisation
- To understand the Balanced Score Card approach towards strategy development
- To develop key strategic thrusts, objectives, key performance indicators and initiatives leading towards strategy implementation
- To recognise the pitfalls and impediments towards strategy implementation

- To recognise and adopt proven practices towards strategy execution and implementation
- To adopt an approach towards strategy deployment and review of the corporate strategy

PROGRAM CONTENTS:

- The process of strategy formulation – Establishing corporate vision and mission and values of the organisation
- Introduction to the balanced score card approach
- Organisational analysis and inputs into the strategic planning process
- Developing and aligning the strategic thrusts to organisation vision and mission
- Defining key objectives and developing key performance indicators
- Defining key initiatives and action plans
- Strategy Execution and implementation – challenges and important key factors to consider in strategy implementation
- Strategy deployment and strategy monitoring and evaluation