

# STRATEGIC MANAGEMENT

## for Managers & Entrepreneurs

Learn how you can maximimise your effectiveness by strategically managing your business to stay ahead & optimize resources of the business by effective assets allocations



### INTRODUCTION

Great leaders are remembered indefinitely while poor ones are forgotten almost immediately. This seminar is for managers or entrepreneurs in business organizations who want to leave their footprints in their place of work or simply to be effective in what they do. It cannot be denied that great leaders are at the hub of any business or organization that has achieved greatness. Leaders like Steve Jobs, Robert Kuok, Tony Fernandez, Bill Gates have left indelible marks in their organization and even in the hearts of their customers.

However, while we can be as inspiring as the names above, we cannot blindly follow their footsteps and their way of work as each of us are in a very different and unique situation or environment. The good news is that we can maximize our effectiveness by strategically managing our business to stay ahead and to optimize resources of the business by effective assets allocations. This seminar will start the journey for managers who want to lead effectively and leave their footprints at their workplace or business.

### HOW WILL YOU BENEFIT

By attending the Seminar/workshop participants will be able to:

- Learn about the nature and value of strategic management
- Understand and converse in the concepts and theory of Istrategic Management
- Discover and Apply strategic management process in their business
- Learn and lead in strategic planning process of the organization to obtain optimum results for the company
- Learn how to conduct environmental studies using tools such as SWOT analysis
- Learn and Apply effective organizational structures and policies

### METHODOLOGY

This program will be presented via interactive lecture, Q&A, case studies, role play discussions, practical hands-on activities, and group/ individual presentation. Students are encouraged to bring their notebooks for this session as presentations using Microsoft®Power Point or other relevant software may be preferred although markers and paper works as well.

### KEY CONTENTS

#### 1. Overview of Strategic Management

- The Nature and Value of Strategic Management
- The strategic Management Process
- Strategic Thinking and Visioning

#### 2. Strategic Management in Action

- What are missions and visions?
- Objectives and Goals
- Formulating a mission for your business
- d.Strategic and Business Plans

#### 3. The Business Environment

- Socio-economic factors affecting the business
- How competing Forces Shape Strategies
- Industry and Competitive Analysis
- The operating environment –supply chain and other factors



#### 4. Strategic Analysis

- How to do a SWOT analysis to analysis where you are now.
- How to make meaningful internal analysis of the business
- Why is leadership important in Strategic Planning
- Understanding and optimizing business resources

#### 5. Developing Strategies

- Setting long term objective
- Using generic strategies
- Using specialized strategies for growth, development and consolidation of businesses
- Multi-business strategies
- Sustaining Competitive Advantages

#### 6. Strategies Today

- Current Strategic Issues
- Disruptive Strategies
- and Cases studies



### WHO SHOULD ATTEND

This course is designed for senior managers/ managers of all departments/ functional areas be it IT/ Sales & Marketing/ Business Development Production/ Human Resource, Legal, Engineering, CEOs, and Directors who wants to be more effective in leading people and helping the organization achieve its strategies.

### ABOUT THE TRAINER

#### Dominic Shum

MBA, BBA, FIPA, FFA FICA, CCA, CAC, M CCS

Dominic has more than 20 years of senior management experiences in strategic planning, budgeting, financial management, general management and consulting. He is the principal consultant and trainer of DRC Services. He graduated from the National University of Singapore with a Bachelor of Business Administration degree and he holds an MBA in Entrepreneurial Management from Australian Institute of Business.

He was a Fellow Member of the Institute of Leadership and Management (UK) and is currently a Fellow Member of the Institute of Public Accountants of Australia (IPA) and a Council Member of IPA's Malaysian Division, a Certified member of the Asian Association of Certified Consultants, a Member of the Malaysian Association of Company Secretaries, Fellow Member of the Institute of Financial Accountants (UK) and Life Member & EXCO member of the Malaysian Economic Society.

He has held leadership positions as well as strategic positions in local and multinational companies having served as Financial Controller, Strategy Manager, Regional Business Planning Manager, Corporate Affairs Director, Group Finance Manager and other positions. He utilizes his expertise in management and finance to train managers and executives as well as imparting his knowledge to students of MBA and EMBA classes. He is on the Industrial Advisory Panel of Berjaya University College of Hospitality and he occasionally writes for business blogs, books and professional journal.

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