



10 AUGUST 2018

STRATEGIC PLANNING

The first step in strategy is to have a clear objective.

The fact that you are considering your strategy means that you have already made your risk assessment. The market is big enough. You have decided to go ahead in a professional, orderly manner to develop a winning strategy. Once you have clarified your objective, the next question is to do with competition. Are you the big dog in the fight? The answer here has dramatic implications for your next steps. You are going to need agility. Our automated, online documented scenarios provide such a facility, together with an extraordinary learning tool.

Amplios

**A world first in
investment portfolio
risk management**

**Proven software
technology provided
free of charge**

**Can be applied to
40+ industry groups
in 100+ cities**

**Includes market
research +
competitive
intelligence**

AMPLIOS CONSULTANTS

10 Anson Road #27-15
Singapore
+65 98360607

Ampliosrisk.com

Timing:

STRATEGIC PLANNING SELECTING STRATEGY

Measuring strategy implementation

INTRODUCTION

This program is an important member of our corporate management performance improvement training and implementation sequence.

As the international political developments have their impacts on the global economies, corporations, both public and private, are finding it necessary to re-visit their strategies for short and long term development more frequently. This is so in a mature business-as-usual environment as well as one driven by growth by acquisition.

It is also necessary to engage the middle levels of management more in this process. This requires significant improvements in the quality and convenience of the information being made available by the ICT systems.

To assist with this, we have developed a set of interactive tools suitable for use in any organization at both the corporate and individual product segment level.

OBJECTIVES

Upon completion of this training program participants will be able to return to their workplaces and:

- Do activity 1
- Do activity 2
- Do activity 3
- Do activity 4
- Do activity 5

TRAINING METHODOLOGY

We emphasize learning by doing. After explaining the planned outcomes and our path towards achieving them, we communicate the learning messages in small chunks. These are reinforced by brief video examples, case studies from our experience and cases from the participants' experiences. Group exercises using interactive software and audience opinion polls are employed. We take care to avoid information overload.

During the training, we check progress via training effectiveness testing. For this, we employ the Kirkpatrick Model to measure reaction, learning, behavior and results.

IMPACT ON THE ORGANIZATION

The program is designed to improve corporate understanding of:

- Market and competition research methods;
- Strategy selection based on the company's competitive rank;
- Performance management via Scorecards;
- Performance improvement via 360 Degree Feedback and Value-added Analysis.

IMPACT ON THE PARTICIPANT

The program is designed to improve skills such as:

- Strategy mapping
- Preparation of scorecards with a wide variety of data
- Preparation of scorecards at strategic business unit and shared services levels.

WHO SHOULD ATTEND?

The program is designed for:

- Senior and middle management
- Team supervisors
- Shared services supervisors

STRATEGIC PLANNING SELECTING STRATEGY

Measuring strategy implementation

AGENDA

The program agenda is:

- Introduction to Strategy
- Strategy Based on Competitive Rank
- Interactive Strategy Training
- Interactive Strategy Maps
- Strategy Monitoring Scorecards
- Key Performance Indicators
- Building a Strategy Scorecard
- Question Time

CONTENT EXAMPLES

An example of the content is shown in the graphic below:

19

AmpliosRisk

© Copyright 2012 Amplios Consultants Pte Ltd. All rights reserved

Interactive Strategic Options Model

In our training program, you have learned that your strategy to reach the goals of your business should be based on an understanding of your competitive rank in the marketplace.

The options available to you are shown in the following tables. However, to be successful, you will need to choose the appropriate combination for your competitive rank.

The options are included in the tables below, however, they are not aligned in the correct sequence.

You can participate in our test of your understanding by completing the "TEST OF UNDERSTANDING" section below.

Competitive Rank	Recommended Objective	Recommended Strategy	Recommended Target	Recommended Tactics
Leader (#1)	Increase market share	Guerrilla	Weak points of leader	Unravel leader market share
High (#2 or #3)	Protect position	Offensive	Self (attack with new products)	Attack leader strength
Medium (#4 -#10)	Increase market share	Defensive	Flanking of leader	Block attacks from outside
Low (#11 or lower)	Increase market share	Offensive	Discrete segment	Target uncontested area

TEST OF UNDERSTANDING

Choose the COMPETITIVE RANK applicable to your business case, then select the other attributes in accordance with your judgment.

The model compares your choices with best practice. To refresh the model, press REFRESH

Your Choices for the Competitive Rank chosen				
Competitive Rank	Recommended Objective	Recommended Strategy	Recommended Target	Recommended Tactics
Select from here				
Leader (#1)	Protect position	Defensive	Self (attack with new products)	Block attacks from outside
	CORRECT!	CORRECT!	CORRECT!	CORRECT!

↑

Interactive Test

FACILITATORS

Our lead facilitator is Wilson Fyffe. He is supported by our Asia team of trainers.