

Strategic Thinking and action



Strategic thinking

- combines logical & creative thinking,
- looks at challenging situations from different perspectives and
- applies a set of techniques for framing and solving problems.

It considers past experiences, present conditions and future scenarios in order to arrive at a strategy best suited for the organization to gain a competitive advantage.

***First step in strategy formulation is to think strategically.
Understand it, Think like it & Make it happen!***

This 2-day course is designed to enable participant gain an understanding of strategy, how to think strategically and how to make strategy happens.

This course also provides the participants with strategic thinking tools to assist them in applying what they learned. It covers everything from vision to action plans.

Course Objectives

- ⇒ To learn about the concept of strategic thinking, its tools and techniques
- ⇒ To open up their minds for ideas of a future vision
- ⇒ To discover the impact of external and internal changes on an organization's strategy
- ⇒ To explore strategic decision making
- ⇒ To model a journey from a current to a future position

Learning Outcomes

- ⇒ Understanding of strategy and its applications
- ⇒ Ability to 'think' strategically
- ⇒ Capability to convert strategy into practicality
- ⇒ Understanding of the different perspectives of strategy

Who Should Attend?

This course is essential learning for all people involved in developing or implementing a business plan or strategy.

It is essential development for anyone who is responsible for strategic decision-making and aspires to have more strategic input in organizations.



For more information, please contact

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Trainer's Background

Lim Kheng Joo, a Principal Trainer & Consultant, specializes in strategic performance measurement, competency management, change management, human capital development and corporate values & business ethics management.



Kheng Joo has more than 30 years of working experience in both public and private sectors. While in the Malaysian Civil Service, he served as a management trainer with the National Institute of Public Administration (INTAN). In addition, he also worked as a management consultant with the Malaysian Administrative Management Planning Unit (MAMPU), Prime Minister's Department.

His competencies includes being a

- ✓ Certified Professional Trainer from the International Professional Managers Association (IPMA, UK)
- ✓ Competency Professional accredited by the SMR Group
- ✓ Senior Facilitator of the Paul J Meyer's Dynamic Successful Management Program

More than 10,000 executives have benefited from Kheng Joo's learning and development program. His corporate clients include

- ✓ Ministry of Science, Technology & Innovation ICT Policy Div);
- ✓ CyberSecurity Malaysia Berhad;
- ✓ .my DOMAIN REGISTRY;
- ✓ Biotropics Malaysia Berhad;
- ✓ Malaysia Rubber Export Promotion Council;
- ✓ SMR Technology Berhad;
- ✓ DP Controls Sdn Bhd;
- ✓ Department of Irrigation & Drainage Malaysia;
- ✓ Global Knowledge Partnership Secretariat and the International Tropical Fruits Network Secretariat.

Kheng Joo has a strong academic background with a Master in Development Management from the Asian Institute of Management, Philippines, a Post-graduate Diploma in Management Science from the National Institute of Public Administration (INTAN) and a B.A. (Hons.) in Economics from University of Malaya.



Topics to Be Covered

Day 1

- Defining Strategy & Strategic Thinking
- Differences between Strategic Thinking and Strategic Planning
- Strategic Thinking – Framing the Future Journey
- Strategic Goal Stretching
- Strategic Thinking – Learning from the Past

Day 2

- Strategic Thinking - Understanding the Present
- Ideas, Ideas and Ideas
- Decisions, Decision and Decisions
- Strategic Thinking – Charting a Course
- Action Planning - Getting it done
- Reaching the Destination!

“The future belongs to those who believe in the beauty of their dreams.”

- Eleanor Roosevelt -