



TRANSFORMATIVE STRATEGIC PLANNING: CHALLENGING THE WAY STRATEGIC PLANNING IS DONE



Transform the Organization into a Vibrant, Focused, and Competitive Organization that is Strategically Driven, Consistently Outperforming, Innovating and Staying Ahead of Tomorrow

16th & 17th August 2017 | Grand Millennium Hotel, Dubai



COURSE FACILITATOR:

Dr. Luis G. Flores
Independent Consultant

MAIN LEARNING OBJECTIVES AND BENEFITS

Capitalize on the expert knowledge to gain maximum value on these vital issues:

- STRENGTHEN the collective strategic thinking capabilities of your management team
- DEVELOP powerful strategic plans and a shared management mindset
- ELEVATE your level of strategic information and identification of future challenges
- SEIZE opportunities and take advantage of trends instead of reacting to them
- PROVIDE coordination and clarity throughout your organization
- CREATE leadership at all levels of management in your organization
- GENERATE effective strategic change and ESTABLISH effective processes for excellent plan implementation
- EVALUATE your strategic planning process and effective available tools

Why You Should Attend?

High level strategic thinking is an essential responsibility of the entire management team. The team has to learn how to formulate and implement powerful strategies if they want their organization to not only gain a foothold in their market but also remain competitive against rivals. These strategies are usually complex, requiring the participation of member of the Board, all departments and levels of management, and they must also be unique enough to prevent competitors from copying them.

Transformative strategic planning is an intensive course that provides delegates how to develop a stronger organization with an energized, unified and committed management team with shared beliefs, a clear and powerful strategy, an effective implementation process, and the ability to respond quickly to changes that may affect the organization's future.

WORKSHOP OVERVIEW

There are many ways to implement strategic planning. Each of these ways may result in different degrees of effectiveness of the strategic planning activities of business organizations.

This workshop presents a transformative strategic planning that provides organizations with a very powerful tool that unleashes the creative potential of a management team, fosters team work, develops a shared and inspiring vision of the future, generates management consensus and commitment, provides clarity throughout organization, connects all the different pieces of the business, sets up clear priorities, puts in perspective and provides solutions to the key issues and enables the formulation of powerful strategic plans and superb plan implementation.

The methodology focuses on enhancing the collective capability of management to think strategically and make the organization a strategically driven organization.

Free Takeaway

Delegates will receive copies of Dr. Flores articles that are related to strategic management, a roadmap to measure the effectiveness of their strategic planning processes and how to improve their planning process to its maximum potential.

WHO SHOULD ATTEND?

This training is highly recommended for all senior executives and all others who are or should be involved in strategy development and strategy implementation, individuals who have the authority to implement Change or individuals who are preparing to move to senior management roles. That includes:

- Members of the Board
- CEOs
- Vice-Presidents
- General Managers
- Department Heads
- Directors
- Project Mangers
- Other important areas or departments
- And any other professionals who are involved in Strategic Planning

Organized by:



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Tel: (65) 62257909 Fax: (65) 62253996
Email: enquire@yf-asia.com

AGENDA

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Day 1 16th August 2017

Module 1:

Strategy analysis, the vision of the future and building blocks.

Session 1: Introduction to the Workshop and Analysis of the Different Approaches to the Understanding of Strategy and Strategic Management

- Scope, content, philosophy and methodology of the workshop
- The role of participants in the effectiveness of the learning process
- Identification and analysis of strategic deficiencies in organizations
- The fundamental role of strategy in the success of business organizations
- Developing a strategically driven organization
- Practical Exercise: Strategic Behaviour

Session 2: Analysis of the forces and actors that play an important role in strategic planning and explain why and how many planning efforts are irrelevant or fail altogether.

- The confusion that exists in the strategic planning industry
- Why many strategic planning efforts perform so poorly or fail altogether
- The essential responsibility of senior management in the success of strategic planning
- The questionable role of consultants in strategic planning
- The effectiveness or dysfunctionality of strategic planning departments
- What benefits should be expected from an effective strategic planning process

Session 3: Clarifying the Misinterpretations of the Meaning and Power of Strategy

- The fundamentals of strategy
 - Strategic thinking and the different levels of strategy
 - Developing an effective strategy architecture
 - The functions of strategy and the missing of the power in strategy
 - Does your company really has a strategy or just an statement of a strategy?
 - The different types of strategy and the potential dysfunctions of strategy
- Exercise: What is strategy?

Session 4: Analyse the Building Blocks of Strategic Planning and Evaluate the Most Powerful Concepts in Strategy

- Is there really a problem with strategy in business?
 - Achieving strategic competitiveness
 - Analyzing the building blocks of strategic planning
 - Expanding the boundaries of the productivity frontier
 - The most important concepts in strategic analysis
 - How can we better apply strategic principles to our organizations?
 - What new ideas we can come up with that can help us with our strategic challenges?
- Practical Exercise: Exchanging Experiences

Day 2 17th August 2017

Module 2:

Making it work to provide direction, effective implementation, energize the organization and measuring the effectiveness of your process

Session 5: Clarify the Pervasive Misconception of What a Strategic Planning Process Is and Identifying How It Works and How to Choose a Methodology

- New paradigms for the role of the corporate planning function
- Strategic planning as a continuous organizational learning process
- Behavioural problems in strategic planning as a symptom of ineffective processes
- How to evaluate the effectiveness of a company's strategic planning process?
- How to build strategic consensus in your company's management team?
- Practical Exercise: Strategic Planning Processes

Session 6: Set Up a Strategic Planning Process That Will Result in Generating Powerful Strategic Plans and Unifies and Energizes Your Management Team

- Transformative Strategic Planning as the cornerstone for strategic change
- Clarify and promote the right values throughout your organization
- Eliciting the best effort from you people to generate the best strategies for your company
- Understand the structure and role of professionally manage strategic retreats
- Analyze the relationship between strategic planning and effective control
- Practical Exercise: Strategic Planning Systems

Session 7: Develop an Implementation Process That Ensures the Best Possible Way to Have a Smooth and Effective Plan Implementation

- The formulation process as a determinant of effective implementation
- Establishing implementation processes to ensure high level implementation
- Selecting the right methodologies for successful strategy implementation
- Managing the pace of change to allow the coexistence of stability and change
- Institutionalizing the planning and the implementation processes
- Practical Exercise: Strategy Implementation

Session 8: Conclusions, Recommendations, Takeaways and Lessons Learned

- Review of the most important concepts of the seminar
- Discussion of concerns, and individual interests and clarifications of ideas
- The applicability of the concepts learned across national boundaries and cultures
- How to inject power into planning processes
- Where do we go from here?
- Practical Exercise: Filling the gaps and the future of strategic planning

CLOSE OUT

Dr. Luis G. Flores

Independent Consultant

Education

- Doctor of Philosophy (Ph.D.). Texas Tech University, Lubbock, Texas. Major: Strategic Management. Minors: Finance and Marketing.
- Magister in Business Administration. Graduate Business School of Lima (ESAN), Lima, Peru.
- Agricultural Engineer. National Agrarian University, Lima, Peru.

Dr. Luis G. Flores is a respected international authority in the areas of strategic planning and corporate management.

He has guided Fortune 500 corporations and smaller organizations through their strategic planning efforts, helping managers break paradigms, strengthen leadership, develop teamwork, create effective channels of communication, producing strategic mind-sets and superb strategy implementation. He has worked with Hamilton Life, Honeywell, Household International and other national and international enterprises across the world.

Dr. Flores holds a Ph.D. from Texas Tech University in the areas of management, finance and marketing as well as an M.B.A. He has taught business management at the college level since 1971, including more than 25 years as a professor of management in both the undergraduate and MBA programs at Northern Illinois University. He taught at Loyola University Chicago in 2014.

Dr. Flores is the author of numerous studies, reports and articles and is credited for breakthroughs in strategic planning processes, change management methodology and problem solving. Dr. Flores combines years of doctoral research on business practices with hands on application in Fortune 500, medium size companies, and not-for profit organizations. His signature process, transformative Strategic planning, has delivered powerful transformative results that integrate the strategic planning process deep into the culture of an organization.

Dr. Flores is a Fulbright Scholar and was on the Management Advisory Counsel of the manufactures and Fabricators Association International and member of the Academy of Management, Strategic Management Society, Academy of International Business and the Association for Strategic Planning. Dr. Flores has a strong ability to relate to individuals from diverse cultures. He has lived and worked in South America, Europe and the Unites States. Consulted and conducted seminars in Argentina, Australia, Canada, Ecuador, Finland, France, Italy, Peru, Spain, Thailand, United Kingdom, Venezuela, Vietnam and the former Yugoslavia.

Selected Publications

Dr. Flores has more than 30 publication and papers in Strategic management. Some of them are:

- Effective Strategic Plan Implementation
- Energizing Strategic Planning
- How to Have an Effective Strategic Planning Meeting
- Organizational Learning as a Moderator of the Effect of Strategic Planning on Company Performance
- Exploring Distance Education as an alternative to Locally Administered Business Strategy Simulations: The Case of two Universities
- Planning Up, Profits Up
- Strategic Management: A Case Study of Technology Transfer to Latin America
- The Values and Orientation of Managers in Central America: An Empirical Study
- Relationship of Non-Controllable and Partially Controllable Variables on Personal Value Profiles of Latin American Managers.
- Managerial Value Profiles of Five Central American Countries

Partial list of clients:

- Academy of International Business, multiple Locations, USA
- Academy of Management, Multiple locations, USA
- Alexander Hamilton Life, Detroit, USA
- Arthur Anderson, St Charles, IL and Buenos Aires, Argentina
- Association for Safety Engineers of Venezuela, Caracas, Venezuela
- Banco Gerencial, Santo Domingo, Dominican Republic
- Bankers Association of Costa Rica, San Jose, Costa Rica
- Caron International, Rochelle, Illinois USA
- Catholic University of Lima (CENTRUM), Lima Peru
- Central American Graduate Business School (INCAE), San Jose, Costa Rica.
- Coca-Cola Interamerican, Lima, Peru
- DuPage County Medical Association, Chicago, IL USA
- Eficiencia Gerencial y Productividad Gerencial, Caracas, Venezuela
- Elkay Manufacturing, Oak Brook, IL USA
- FDB, Kuala Lumpur, Malaysia; Singapore and Dubai, UAE
- Graduate Business School of Peru (ESAN), Lima Peru
- Hamilton Investments, Chicago, USA
- Honeywell/Microswitch, Freeport, Illinois USA
- Household International, Chicago, Illinois USA
- Hy-Cal Engineering, El Monte, California USA
- Illinois Park and Recreation Association, Oglesby, Illinois USA
- Illinois Supreme Court, Chicago, IL USA
- Institute for Banking and Finance, Milwaukee, Wisconsin USA
- Interadigm, Kuala Lumpur, Malaysia
- KLA Tencor, Westwood, Massachusetts USA
- Leeds and Northrup, North Wales, Pennsylvania USA
- Liberty Savings Bank, ST Cloud, Minnesota USA
- Louisiana State University, Baton Rouge, Louisiana, USA
- Marketing Club of the Canary Islands, NIU, DeKalb, IL USA
- Metso Corporation, Helsinki, Finland
- Microtrac, Clearwater, Florida USA
- National Chamber of Commerce, Lima, Peru
- National Institute of Consumer Credit Management, Milwaukee, Wisconsin USA
- National Institute of Management, Cairo, Egypt
- NIU, The International Group of Accounting Firms, DeKalb, IL USA
- Northern Illinois University, DeKalb, Illinois, USA
- Pellerano y Herrera, Santo Domingo, Dominican Republic
- Peruvian/American Chamber of Commerce, Miami, Florida USA
- Rautaruukki Steel, Helsinki, Finland
- Strategic Management Society, multiple locations, USA
- TAP Pharmaceutical Products, Chicago, Illinois, USA
- Uni Strategic, Kuala Lumpur, Malaysia
- Universidad de la Empresa, Buenos Aires, Argentina
- Universidad San Francisco de Quito, Quito, Ecuador
- Universidad Tecnologica del Peru, Lima, Peru
- University of El Pacifico, Lima, Peru.

Testimonials from current and past clients:

"I shall cherish the session I had in Singapore forever. This was one of the best such sessions I would have attended in my career. The session had given me lot of clarity in my thoughts and will reinforce my decisions wherever applicable. I would love to participate in any other sessions wherever you may conduct. We shall be eagerly waiting for your book on TSP."

- **CEO of a large manufacturing company in Oman**

"Our company is a large division of a \$ 2 Billion company that is currently in a turnaround mode. Luis has worked with our executive staff for about ten months. He has developed a planning framework that is customized to the problems at the point you are. Then he systematically works with you through planning meetings to help the management team make decisions in a logical progression. The transformation of our company is fantastic."

- **President of an electronics company in Philadelphia**

"Dr. Flores worked very closely with us to facilitate a dramatic improvement in the strategic planning process. From redefining the word "strategic" to providing a workable planning process, using group dynamics, he assisted in a new role to make practical a strategic planning process which involves every level of staff and operational management. He has been an invaluable asset in the building of a meaningful planning organization and process within our company."

- **President of a division of a fortune 500 company**

"I can't imagine trying to do what we need to do without Dr. Flores's process. We were like a raft running white-water rapids without a rudder. Now we have a rudder to help us avoid the rocks and steer toward the best part of the river."

- **President of a Chicagoland Park District**

"The Transformative Strategic Planning workshop is really useful and powerful eye opener. I could learn a lot of global trends, techniques, processes, and tools involved in strategic planning."

- **Vice President at LTL Projects (PVT) Ltd**

"Dr Flores has extensive experiences in both academic as well as consultant job in strategic planning."

- **Senior Manager (Exploration International Planning) at Petroliaam Nasional Berhad**

"I have enjoyed the seminar. Dr Flores is clear and very willing to share. He is also very knowledgeable. The seminar has developed what I wish to learn. Thank you."

- **General Manager (Finance) at Singapore LNG Corporation Pte Ltd**

"Dr Luis Flores undoubtedly holds a wealth of information on strategic planning and related topics. The seminar is suited to those with authority and position to implement changes. Dr Flores is generous in sharing his knowledge and applying relevance to his delegates."

- **General Manager at DAC Real Estate**

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REGISTRATION FORM

PLEASE COMPLETE COMPANY DETAILS

Company Name

Billing Address

Contact Person Name:

Job Title:

Email:

Mobile:

Fax:

Approval Manager's Signature:

DELEGATE INFORMATION

Delegate 1

Name (Dr/Mr/Ms)

Job Title:

Department:

Mobile:

Email:

Delegate 2

Name (Dr/Mr/Ms)

Job Title:

Department:

Mobile:

Email:

Delegate 3

Name (Dr/Mr/Ms)

Job Title:

Department:

Mobile:

Email:

REGISTRATION FEES INFORMATION

Package Fee (Per Delegate)	Single booking	Group booking
EARLY BIRD RATE (Register and Pay by 18th June 2017)	USD 1795	USD 1595
REGULAR RATE (Register and Pay after 18th June 2017)	USD 1995	USD 1795

- # Group Booking Package is ONLY applies to 3 or more participants from the same organization.
- All Payments are net of without taxes or any other taxes, if any
 - A 7% GST is applicable to all Singapore based companies.
 - Fees include luncheons, refreshments, complete set of document and 15% service charge. It DOES NOT include cost of Accommodation and Travel.

EASY WAYS to REGISTER



Phone: +65 6225 7909

Fax : +65 6225 3996

Email : enquire@yf-asia.com

EVENT VENUE

Raquel Abalos

Events & Conference Manager

GRAND MILLENNIUM DUBAI HOTEL

Sheikh Zayed Road-Exit 36, Al Barsha,

P.O. Box 212422, Dubai, United Arab

Emirates

T: +971 4 429 9999, Ext. 8305 | F: +971 4 4225643

E: raquel.abalos@millenniumhotels.com

W: www.millenniumhotels.ae/grandmillenniumdubai

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