

Transformative Strategic Planning

FREE TAKEAWAY

Delegates will be given copies of Dr. Flores articles that 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

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

3rd & 4th December 2015
Kuala Lumpur, Malaysia

Major Benefits Of Attending – You Will Be Able To:

- **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 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 workshop 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.

Who Should Attend?

This training is highly recommended for CEOs, MDs, GMs, Divisional Heads, Vice-Presidents, Heads, Directors and everybody involve or to be involved is Strategic Planning, particularly managers of the following:

- ✓ Strategic Planning
- ✓ Business Development
- ✓ Corporate Strategy
- ✓ Business Strategy
- ✓ Operations
- ✓ Human Resources
- ✓ Project Management
- ✓ Other important areas or departments

Organized by: _____



▶ Workshop Overview

There are many different 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 methodology 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.

Outline

DAY 1

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
- ♦ Is there hope for effective strategies?
- ♦ Developing an strategically driven organization
- ♦ **Practical Exercise: Strategic Behaviour**

SESSION 2: 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 different degrees of power in strategies
- ♦ Does your company really has a strategy or just an statement of a strategy
- ♦ The different types of strategy and the potential dysfunctionalities of strategy
- ♦ **Exercise: What is strategy?**

SESSION 3: ANALYZING THE BUILDING BLOCKS OF STRATEGIC PLANNING AND CHANGE AND AVOID THE DYSFUNCTIONAL STRATEGIES THAT COMPANIES TAKE TO IMPROVE PROFITS

- ♦ Is there really a problem with strategy in Business?
- ♦ Going beyond operational competitiveness to achieving strategic competitiveness
- ♦ Analyzing the building blocks of strategic planning
- ♦ Expanding the boundaries of the productivity frontier
- ♦ Dysfunctional strategies to cope with productivity and effectiveness
- ♦ **Exercise: Strategic Planning**

SESSION 4: EVALUATING THE MOST POWERFUL CONCEPTS IN THE STRATEGIC SUCCESS OF A COMPANY AND ADDITIONAL CONCEPTS NEEDED IN STRATEGY MAKING

- ♦ What are the most important concepts learned so far?
- ♦ How can we better apply those concepts to our organizations?
- ♦ What are the concepts that we need to learn that we have not learned?
- ♦ What new ideas we can come up with that can help us with our strategic challenges?
- ♦ How we can better learn from each other and get more strategic focus?
- ♦ **Exercise: Exchanging Experiences**

DAY 2

Module 2

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

SESSION 5: CLARIFYING 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
- ♦ **Exercise: Strategic Planning Processes**

SESSION 6: SETTING UP A STRATEGIC PLANNING PROCESS THAT WILL RESULT IN GENERATING POWERFUL STRATEGIC PLANS AND UNIFIES AND ENERGIZE 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
- ♦ Create the sense of urgency, readiness and action in your management team
- ♦ Generate a strong and shared willingness for taking on the challenges
- ♦ **Exercise: Strategic planning systems**

SESSION 7: SET UP 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
- ♦ **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?
- ♦ **Exercise: Filling the gaps and the future of strategic planning**

CLOSE OUT

► Course Facilitator



Dr. Luis G. Flores.

Founder and Senior Partner
SEI-Consulting (Strategic Effort Integration Group)

Emeritus Professor of Management
Northern Illinois University

Chicago, USA

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 mindsets 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: Sub-processes Identification, Construct Validation, and an Empirical Test of Cultural Antecedents
- The Interaction of Strategic Planning Systems and Organizational Learning and its Impact on Performance
- 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

program schedule

08:30	Registration
09:00	Morning Session Begins
10:40 - 11:00	Refreshments & Networking Break
12:45	Luncheon
14:00	Afternoon Session begins
15:30 - 15:50	Refreshments & Networking Break
17:00	Course Ends

▶ Partial List Clients

Selected Conference Presentations

Dr. Flores has more than 30 conferences and seminars around the world. Some of them are:

- Academy of International Business (several Locations), USA and Overseas
- Academy of Management, Chicago, Illinois; Anaheim, California and others
- Arthur Anderson, St Charles, IL and Buenos Aires, Argentina
- Association for Safety Engineers of Venezuela, Caracas, Venezuela
- Bankers Association of Costa Rica, San Jose, Costa Rica.
- Caron International, Rochelle, Illinois.
- Catholic University of Peru, Lima Peru
- Central American Graduate Business School (INCAE), San Jose, Costa Rica.
- Coca-Cola Interamerican, Lima, Peru.
- Deloitte Haskins & Sells, Lima, Peru.
- DuPage County Medical Association, Naperville, IL
- Eficiencia Gerencial y Productividad, Caracas, Venezuela.
- Graduate Business School of Peru (ESAN), Lima, Peru.
- Illinois Park and Recreation Association, Ottawa, Illinois.
- Institute for Banking and Finance, Mexico City, Mexico.
- Louisiana State University, Baton Rouge, Louisiana.
- Marketing Club of the Canary Islands, Spain.
- National Chamber of Commerce, Lima, Peru.
- National Institute of Consumer Credit Management, Milwaukee, Wisconsin.
- National Institute of Management, Cairo, Egypt.
- Northern Illinois University (several locations), USA and overseas
- Peruvian/American Chamber of Commerce, Miami, Florida
- Rautaruukki Steel, Helsinki, Finland.
- Strategic Management Society, Barcelona, Spain and other locations.
- TAP Pharmaceutical Products, Lake Forest, IL
- The 21st Century Institute (seminar for visiting Chinese Managers), Chicago IL
- The International Group of Accounting Firms, Chester, NJ
- UNI Strategic, Kuala Lumpur, Malaysia

- Universidad de la Empresa, Buenos Aires, Argentina
- Universidad Technologica del Peru, Lima, Peru
- Universidad San Francisco de Quito, Quito, Ecuador
- University of El Pacifico, Lima, Peru.

Projects / Programmes

U.S. BASED BUSINESSES

- Alexander Hamilton Life (insurance), Detroit MI.
- Hamilton Investments (brokerage), Chicago, IL.
- Honeywell/Microswitch (switches and sensors), Freeport, IL.
- Honeywell (fiber optics), Richardson, TX.
- Household International (financial services), Prospect Heights, IL.
- Hy-Cal Engineering (switches and sensors), Los Angeles, CA.
- KLA Tencor, (electronic imaging and defect classification), Bedford, MS.
- Leeds and Northrup (sensors, measurement and control), Horsham, PA.
- Liberty Savings (savings and loans), St. Cloud MN.
- Elkay manufacturing (water coolers), Oak Brook, IL.
- Microtrac (measurement of microscopic particles), Saint Petersburg, FL.

FOREIGN BASED BUSINESSES

- Banco Gerencial (banking), Santo Domingo, Dominican Republic.
- HFC Bank (financial services), England, Canada & Australia.
- Pellerano y Herrera (law firm), Santo Domingo, Dominican Republic.
- Metso Corporation (electronics), Tampere, Finland.
- Ruukki Corporation (steel and steel construction), Helsinki, Finland

NOT-FOR-PROFIT ORGANIZATIONS

- Business Association of Latin-American Studies, Albuquerque, NM.
- National Association of Neuro-Psychologists, Chicago, IL.
- Oswego Park District, Oswego, IL.
- DuPage County Family Shelter Services, Wheaton, IL.
- Illinois Supreme Court, Chicago, IL

▶ Testimonials

"I shall cherish the workshop I had in Singapore forever. This was one of the best such workshops I would have attended in my career. The workshop had given me lot of clarity in my thoughts and will reinforce my decisions wherever applicable. I would love to participate in any other workshops 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