



TRANSFORMATIVE STRATEGIC PLANNING: WHAT EVERY CEO, SENIOR MANAGER, MEMBER OF A BOARD AND ANY EXECUTIVE INVOLVED IN STRATEGY NEEDS TO KNOW ABOUT STRATEGIC PLANNING



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

24th – 25th May 2018 | Grand Swiss Hotel Bangkok, Thailand



COURSE FACILITATOR:
Dr. Luis G. Flores
Independent Consultant

- Respected international authority in the areas of strategic planning and corporate management
- His signature program - Transformative Strategic Planning, has delivered powerful transformative results that integrate the strategic planning process deep into the culture of organizations
- Extensive consultation and work assignments around America, Europe, Australia and Asia regions
- Partial list of clients: Coca-Cola, ElKay Manufacturing, Hamilton Investments, Honeywell, Microtrac, TAP Pharmaceutical Products, etc

MAIN LEARNING OBJECTIVES AND BENEFITS

- 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 members 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.

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 Managers
- Other important areas or departments
- And any other Professionals who are involved in Strategic Planning

COURSE DESCRIPTION:

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 process 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.

Organized by:



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AGENDA

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Day 1 24th May 2018

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 and problems that exists in strategic planning
- 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 you should be demand 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 strategic 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 dysfunctionalities of strategy
- Exercise: Cleaning the concept of strategy?

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

- Achieving strategic competitiveness
- Analyzing the building blocks of strategic planning
- Expanding the boundaries of the productivity frontier
- Discussing 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

PRE-COURSE QUESTIONNAIRE

To ensure that you gain maximum value from this course, a detailed questionnaire will be forwarded to you upon registration to establish your exact training needs and issues of concerns.

Your completed questionnaire will be analyzed by the course trainer prior to the event and addressed during the event. You will receive a comprehensive set of course documentation on the day of the training.

Day 2 25th May 2018

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
- Clarifying and promoting the right values throughout your organization
- Eliciting the best effort from you people to generate the best strategies for your company
- Understanding the structure and role of professionally manage strategic retreats
- Analysing 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

- Reviewing the most important concepts of the seminar
- Discussing the 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

Programme schedule day 1 & 2

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|-------|---------------------------------|
| 08H30 | Registration |
| 09H00 | Session 1 |
| 10H40 | Refreshments & Networking Break |
| 11H00 | Session 2 |
| 12H45 | Lunch |
| 14H00 | Session 3 |
| 15H30 | Refreshments & Networking Break |
| 15H50 | Session 4 |
| 17H00 | Course Ends |

SPEAKER

TRANSFORMATIVE STRATEGIC PLANNING

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Dr. Luis G. Flores | Independent Consultant

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 shared 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 or conducted seminars in Argentina, Australia, Canada, Ecuador, Finland, Peru, Spain, Thailand, United Kingdom, Venezuela, Vietnam and the former Yugoslavia.

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.
- Agroindustry Engineer. National Agrarian University, Lima, Peru.

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.
- 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.
- 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.

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
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

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Partial list of clients:

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
Universidad de la Empresa, Buenos Aires, Argentina
Universidad San Francisco de Quito, Quito, Ecuador
Universidad Tecnológica del Perú, Lima, Perú
Universidad del Pacifico, Lima, Perú.

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