

# BUSINESS STRATEGIC PLANNING SUCCESS 2024

Result-Focused & Action-Oriented Strategy Planning Processes That Works  
10 - 12 June 2024 | Stripes Hotel Kuala Lumpur



*“Nothing is as frightening as ignorance in action.”* GOETHE

Strategic planning is a complex process where leaders have fresh perspectives to analyse the market forces, be aware of the industry trends, review their company’s current state and desired outcome, and determine how to bring every heartbeat of their operation and people forward. When strategic planning is done correctly, it sets the organisation up for success despite the external forces conspiring to deplete profits.

Over the last decade, digital transformation has become the central focus of every business. With the ongoing social, economic, geopolitical and environmental disruptions and the demands for leaders to include Environment, Social and Governance (ESG) principles in their businesses, leaders need a new way to plan their business strategically.

Great strategies are developed through a thorough process, undergo acute debates, are results-focused and action-oriented and can withstand enormous uncertainties. This workshop aims to do just that.

## Workshop objective:

Delegates will be led through the strategic planning journey in which they will get to:

- Walk through the strategic planning process systematically to develop a well-thought-through business plan.
- Expose to various strategic tools to plan forward in a digital, disruptive environment.
- Assess the current speed, agility and stability of their company’s operation, leadership and culture.
- Turn disruptive threats into opportunities.
- Leverage strengths and competitive advantages.
- Learn to set a 3-years plan, define what success would look like and align goals throughout the organisation.
- Decide on the strategic ambition, key initiatives, and goals.
- Mitigate risks and agree on values and behaviours to get the organisation to the desired outcome.
- Prepare implementation plans and decide how to cascade the strategy to everyone in the company.

## Take-aways:

- ▶ Have an explicit agreement and appreciation of the company’s vision, purpose, and strategic ambition
- ▶ Align organization and people towards strategic and operational excellence
- ▶ Develop a 3-year growth plan/long- and short-term roadmap of success
- ▶ Excite and accelerate organization effectiveness and people capability to be ready for this new age
- ▶ Develop a strategic response to a digital and disruptive era with ESG principles

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