

**Half Day Professional Development Seminars  
Certified Strategy Practitioner (CSP)  
Thursday 20th October, 2011: 9.00am - 12.30pm**

**Building Individual Skills in Strategy and Strategic Management**

**Banking the Benefits of Strategy: *Aligning strategic plans and objectives, delivering sustainable outcomes***

**Delivering: Better Strategy; Better Results**

*"Access to skills in strategy is critical to success; strategy defines leadership, guides performance, enhances competitiveness and ensures longevity (growth, reinvention, renewal). Strategy can't be outsourced so essential skills must be acquired; while recruitment is an option, it is always better to develop them internally; that where the SMI adds value"*

**John Borghetti's first task as the new CEO of Virgin Blue was to develop a strategy that would reinvent the business; transforming it from a lower cost, 'take it or leave it' airline into a relationship based, value added travel partner: "There is an emotional part to travel. Sure it's all about price, but it is the repeat business that the brand tries to engender which does go a bit beyond the pure price level. That's where we need to be".**

(Airline Leader, Issue 5, April 2011)

In executing strategy, all executives face the same problem: *how to beat the odds?* i.e. realisation of the vision *and* seamless execution of a complex transformation when failure is not an option. *Resolution of this problem need not be that hard. Similar to financial reporting, inventory and customer management systems, strategy can be implemented through a management process that is practical and achievable, as long as you know what you're doing.*

The SMI is delighted to invite you to attend our next Seminar where our guest speaker, John Houlihan will guide you through a strategy implementation program drawing on his experience within the Australian Division of the world's number one car company; Toyota Motor Corporation. John led the strategy execution team at Toyota Australia and over a five year period, oversaw the design, development and roll out of a 'vision to results' strategy execution program. The seminar will represent a 'How To' of Strategy Execution using Strategy Mapping/Score Carding, a Pathway to Implementation and the use of performance management mechanisms to monitor results. Participants will learn how to apply concepts of strategy execution; addressing issues of accountability, performance targets, alignment with other strategic Business Units and other parts of strategy and the organisation. This program is different to other strategy execution processes in that it embraces problem solving, prioritisation of projects and engagement of staff. In this seminar John will demonstrate how the system was used to drive results and ensure ongoing continual improvement in the business. In particular John will:

- introduce and demonstrate the benefits; transforming Vision into measurable outcomes and results;
- 'how to'; demonstrate system features, and measures taken to obtain and retain staff engagement, and
- demonstrate how the system can be used across a broad range of businesses and applications.
- demonstrate how technology can be used to provide visibility to the strategy execution program

John will be introduced by the SMI's founder and Chief Executive, Dr Paul Hunter. Paul will also discuss how strategy execution 'fits' into the fully integrated Strategic Management Framework; a strategising 'praxis' that is the backbone of the Strategy as Practice mantle.

Although these are independent seminars, attendance is recognised as contributing 3.5 hrs towards the SMI's Certified Strategy Practitioner continuing professional development requirements, as well as recognition in the core Strategy-as-Practice coursework that makes up Strategy Practitioner Accreditation.

**Half Day Seminar: Banking the Benefits of Strategy: *Aligning strategic plans and objectives, delivering sustainable outcomes***  
**20<sup>th</sup> October, 2011**

**Venue:** Board Room: L 1, St Kilda Rd Towers  
1 Queens Rd Melbourne

**Investment:**

\$340.00 pp/event (non-member inc. GST, materials)  
\$290.00 pp/event (member inc. GST, materials)

**Discounts:**

Group Booking (2 or more people) discount \$25 pp.

Become a member of SMI \$245.00 pp, per annum incl. GST, provides 15% or more off all future events and member (member) status of SMI's CSP program. Further details available at [www.smiknowledge.com](http://www.smiknowledge.com).

**REGISTER NOW:  
Earn Hours in the SMI's  
Certified Strategy Practitioner  
(CSP) Accreditation Program**

Please complete and return this form via Fax or email.  
RSVP by Friday, 14<sup>th</sup> October 2011

**Your attendance will contribute 3.5 hrs for each session towards the professional development requirements of the SMI's Certified Strategy Practitioner (CSP) accreditation program.**

\*\*We expect these sessions will also be recognised by other professional organisations but suggest this be confirmed independently against any specific entity.

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Please send cheque's payable to: Strategic Management Institute, Suite 1237, 1 Queens Road, Melbourne, Vic, 3004

**Cancellation Policy:** The SMI is pleased to provide full refunds for cancellations advised within 10 working days of the event. Cancellations after 10 working days, but before 5 working days will receive 50% of total amount. There are no refunds for cancellations within 5 working days of the event. You may substitute a colleague at any time if you are unable to attend.