

Half Day Professional Development Seminar Certified Strategy Practitioner (CSP) Accreditation



Building Individual Skills in Strategy and Strategic Management

Next event: Scenario Planning, navigating uncharted, unpredictable, foggy futures: *managing strategically in an uncertain world*

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”

Diaries now: Next Seminar; Thursday 22nd September
9.00am-12.30pm

Seminar 1: 22nd September, 2011: Using Scenario Planning to navigate uncertainty and increasingly foggy futures: *Managing strategically in an uncertain world*: Shell is renowned for their use of scenario’s to: *“Explore the future, but not as mechanical forecasts”**. The way in which scenarios are now developed is not well understood. Rather than the better known +/- 10% method, scenarios are now grounded in environmental scanning and evaluations of common perceptions of areas of greatest uncertainty. Scenario building in times of uncertainty is central to many successful strategies - it is also the main theme of this seminar.

*http://www.shell.com/home/content/aboutshell/our_strategy/shell_global_scenarios/

What will you learn? Through instruction, participation in a group exercise and a review of a Harvard case study you will obtain firsthand experience in scenario development and an understanding of: latest methods and benefits of the use of Scenario Analysis; where it fits (in SMI’s integrated Strategic Management Framework and in the strategic planning system), and an appreciation of its role as a planning tool in its own right.

Future Seminars (separate invitations to be issued soon, you can register interest via email address below):

Seminar 3: 20th October, 2011: Banking the Benefits of strategy: *Aligning strategic plans, objectives to practical outcomes, results*: Up to 72% of executives think they could implement strategy more effectively. While much of the issues associated with this outcome can be attributed to poor process, the original interpretation of strategy along with adequate ‘people’ management are the primary drivers of success.

What will you learn? Appreciation of Strategy Execution techniques; Strategy Mapping/Score Carding, a Pathway to Implementation and the use of performance management mechanisms to monitor results. Participants will learn how to turn strategy content into Strategy Maps and resolve issues of implementation, accountability, performance monitoring and alignment; Business Units with other areas in the organisation.

Next Breakfast Briefings:(invitations to be issued soon, you can register interest via email address below):

13th October 2011: Competitive Strategy in the FMCG Industry: *Managing Market Share*; Tools and techniques that deliver sustainable competitive advantage. Guest speaker, Duncan Webster, Mars Pet Foods,

November, 2011: Business Intelligence: Using quantitative analytics and technology to drive competitiveness and growth.

Half Day Professional Development Seminars

Certified Strategy Practitioner (CSP) Accreditation Program

Date: 22nd September, 2011, 9.00 am to 12.30 pm.

Venue: Board Room: L 1, St Kilda Rd Towers
1 Queens Rd Melbourne 3004

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: please go to www.smiknowledge.com.

REGISTRATION FORM:
Using Scenario Planning to navigate uncharted, unpredictable, foggy futures.

Please complete and return this form via Fax or email. RSVP by Monday, 19th September 2011:

Fax: (03) 9863 8981 Telephone: (03) 9863 8980

Email: smiknowledge@smiknowledge.com

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.**

Name (to send Tax Invoice to): _____

Company and Purchase Order No (if applicable) _____

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Attendees Name: _____

\$340 Non Member

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Cheques payable to: Strategic Management Institute

Direct debit payments: Strategic Management Institute, ANZ Bank, BSB 013 423 Account 273 676 959

- **For fax reply, send to 03 9863 8981. You will be issued a taxation invoice via email upon receipt of your registration.**
- **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.