

# Trimester of Half Day

## Professional Development Seminars

### Certified Strategy Practitioner (CSP) Accreditation Program

9.00am - 12.30am

Venue: Melbourne CBD

**Investment:**

\$290.00 per pers./event (subscriber inc. GST, materials)  
\$340.00 per pers./event (non-subscriber inc. GST, materials)

**Discounts:**

Group Booking (2 or more) discount \$25 pp.  
Pay 2 weeks prior to event discount \$25 pp.  
10% Discount when booking 2 or all 3 sessions.



## **REGISTRATION FORM:** *SMI's Trimester of Half Day Professional Development Seminars in Strategy*

Please complete and return this form via Fax or email.  
RSVP by Friday, 22<sup>nd</sup> August 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.

Name (to send Tax Invoice to): \_\_\_\_\_

Company and Purchase Order No (if applicable) \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Attendees Name: \_\_\_\_\_

Title: \_\_\_\_\_

Attendees Name: \_\_\_\_\_

Title: \_\_\_\_\_

- Subscriber: course x1 \$290 / x2 \$527/ x3 \$790
- Non-subscriber: course \$340 / x2 \$620 / x3 \$927
- CSP Annual subscription: \$245
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Visa  Mastercard  American Express (Additional 3% added)  Expiry Date

Credit Card Number

Name on card  Three digit CVV (on reverse of card)  \$

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.

# Trimester of Half Day Professional Development Seminars: Certified Strategy Practitioner (CSP) Earn Accreditation Hours

## A Seminar Series of Strategy-as-Practice Tools and Techniques

*Topics: Addressing the 7 Inconvenient Truths of Strategy //  
Conducting Scenario Analysis // Strategy Execution*

**Enabling: *Better Strategy; Better Results***

*The practice of Strategy and Strategic Planning is notoriously confusing for those who are not working full time in the discipline. The Strategic Management Institute (SMI) is delighted to invite registrations for one or all of three seminars designed to provide insight and reduce confusion about three specific aspects of the strategy-as-practice spectrum.*

**Seminar 1: 8<sup>th</sup> September, 2011: Addressing the 7 Inconvenient Truths of Strategy: Embedding a robust strategic management capability:** According to SMI research strategy is practiced in 85% of organisations globally. Additional research has shown though, that the outcomes are often seen as suboptimal, delivering underwhelming results. The EIU for example has reported: *“only 11% of executives surveyed are highly satisfied that strategic planning is worth the effort.”*

**What will you learn?** Using case studies and *the SMI’s* integrated Strategic Management Framework, participants will explore the concerns associated with the *7 Inconvenient Truths of Strategy*; i.e. those issues identified as primary inhibitors to successful outcomes from strategy and strategising.

**Seminar 2: 22<sup>nd</sup> September, 2011: Navigating uncharted, unpredictable, foggy futures: Managing strategically in an uncertain world:** According to Shell, one of the best known users of *Scenario’s in the world, Scenario Planning: “helps business prepare for ‘surprising’ change; good scenarios provide a relevant challenge to the conventional wisdom of their users and helps them prepare for major change ahead, and; commitments to action”.*

**What will you learn?** Through instruction and participation in group exercises you will obtain first hand experience in scenario development and an understanding of: latest methods in Scenario Analysis; where it fits (in SMI’s integrated Strategic Management Framework) and, experience in making it work.

**Seminar 3: 20<sup>th</sup> October, 2011: Banking the Benefits of strategy: Aligning strategic plans and objectives to outcomes and results:** Additional SMI research has shown that 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, there is also a management element that must be addressed if effective results from strategy are to be realised.

**What will you learn?** 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.

**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.**