

Application and submission process is completed in steps as follows:

Step 1: Submit application: We request you complete and submit an application form, together with certified copies of university Degree Certificate(s) to our office for consideration for recognition as a Certified Strategy Practitioner (CSP). Details of the certification process are enclosed and are also available at our website: www.smiknowledge.com.

Step 2: Examination procedure: Upon successful processing of your application and fee payment, candidates will be sent the following:

- **A copy of the article:** *Optimising Strategy: A Fully Integrated Strategic Management Framework*.
- **A copy of a case study:** Tailored to the experience level of the candidate.
- **Other Appropriate Material:** Determined by the case study to be used.

Once the candidate has had a chance to review the material we will then send details/questions/exercises that make up the exam. The completed exam must then be returned within a 36 hour time frame. Questions will vary for each applicant.

Consistent with our emphasis on Strategy-as-Practice, knowledge of theory is assumed, so questions are focused on a strategic review of the Company that is the subject of the case study. This contrasts with a focus on the use of tools alone, as is expected in a typical MBA program. As an example, we are not seeking to assess your ability to conduct a SWOT analysis, Five Forces model or other analytical tool, but rather, rely on you to select the tools you think most relevant (and useful) for the analysis required. The general scope of analysis expected therefore will place an emphasis on:

- the value and relevance contained in the content of the Company's strategy,
- its strength and value in its contribution to the company's strength and prosperity, and
- ways in which the strategy could be improved, and
- recommendations for the CEO of that company for the future.

Content requested could include an assessment of the calibre of the company executives, the corporate culture, the organisational structure and the nature of the strategy itself. In conducting the review we will be expecting to see the use of practical tools, assumptions that have been made (if relevant) and other important issues that should be addressed. Aspects of some or the entire fully integrated Strategic Management framework (as described in the article provided; *Optimising Strategy: A Fully Integrated Strategic Management Framework*) will also be expected.

In some cases, we may recommend applicants participate in the SMI's **Strategy-as-Practice** four day coursework, or alternatively, the three day **Strategy Refresh** course, prior to sitting for the entrance exam. This will be dependent upon the specific circumstances of the individual.

Step 3: Examination submission: Completed submissions must be sent to our office via email, or fax. Submissions will be marked and an assessment for acceptance or not will be decided by authorised members of the Strategic Management Institute.

The determination of the decision is final; no negotiations will be entered into, although feedback will be provided as part of the communications to the applicant. A decision will be either accept or reject; no other levels of acceptance will be determined.

Step 4: Certification: Successful applicants will be notified by electronic mail and a formal certificate issued. We wish you all the best in your endeavour to become a Certified Strategy Practitioner and look forward to the receipt of your application.

CERTIFIED STRATEGY PRACTITIONER ACCREDITATION PROGRAM



Please complete this application form for consideration as a Certified Strategy Practitioner. When completed, the form should be returned to us (Applications@SMIknowledge.com), along with certified copies of your University Degree Certificates (please note these will not be returned). More information about certifying a document is available on our website <http://www.smiknowledge.com/certified-strategy-practitioner.html>.

PERSONAL DETAILS

What motivated you to apply? _____

Title: _____ Preferred first name(s): _____

Surname: _____ D.O.B _____

CONTACT DETAILS

Home Address: _____

Postcode _____

Work Address: _____

Postcode _____ Preferred Email _____

Phone _____ Mobile _____

Preferred correspondence address Work Home

CERTIFIED STRATEGY PRACTITIONER ACCREDITATION PROGRAM

CURRENT EMPLOYMENT DETAILS

Position _____

Brief Description of your role _____

Organisation _____ Date Appointed _____

Type of Business _____

Public Sector Classification _____
(If Applicable)

PREVIOUS EMPLOYMENT DETAILS

Position One _____

Brief description of your role _____

Organisation _____ Date Appointed _____

Type of Business _____

Public Sector Classification _____
(If Applicable)

Position Two _____

Brief description of your role _____

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Organisation _____ Date Appointed _____

Type of Business _____

Public Sector Classification _____
(If Applicable)

PLEASE PROVIDE TWO REFEREES

Name _____ Position _____

Organisation _____ Contact Number _____

Name _____ Position _____

Organisation _____ Contact Number _____

TERTIARY EDUCATION DETAILS

Year Awarded	Where Obtained	Qualification Received
_____	_____	_____
_____	_____	_____
_____	_____	_____

OTHER AFFILIATIONS and INTERESTS - Include entries relevant to your application

