

# Certified Strategy Practitioner (CSP)

## **Programs offered at a Corporate Level:**

**Executive education:** The SMI offers executive education coursework as a contribution towards our strategy accreditation program. Courses offered can be conducted in formal class room setting, on-line or through a combination of each. As a Corporate member of the SMI; coursework can be tailored to specific needs, thereby ensuring:

- optimisation of investment ( a focus on one specific business corporation or Business Unit),
- control over content (conducted as a complementary program towards development and/or protection of a certain culture or 'way' of doing business), and,
- a means of business development (owning output that can be translated into new ventures, products and/or services).

**Continuing Professional Development and Networking:** Retention of accreditation demands that those who have become recognised practitioners participate in ongoing professional development activities. The SMI holds regular formal and informal Breakfast Briefings, Seminars and events; these can also be conducted internally to corporate clients on a regular basis.

**Research:** The conduct of global, international, industry, competitor and other stakeholder research into strategic issues addressing specific business problems and issues.

**Case study development:** Case studies developed for executive education purposes ; drawn from internal experiences , with a broad 'practitioner' interpretation as a way to illustrate concepts; perpetuate and reward innovation and excellence, often used to document and instil behaviours ('the way we do things around here').

**Strategy and Leadership Business Simulation exercises:** Using Harvard Business School and alternative simulation tools, case studies and development programs the SMI supplements executive education and learning programs with support services that can be conducted in teams or as individual exercises. Forms of competition can be introduced for both one off simulation 'games'; or in the form of organisation wide tournaments.

*We recommend membership commences with an introductory 2 Hr seminar provided by the SMI as part of the package. This establishes the nucleus of a community of practice and ideas on ways that the community can grow and add value to individuals and the business.*

| <b>Company Size:<br/>No. of<br/>Employees</b> | <b>Initial<br/>Joining Fee<br/>Incl. GST</b> | <b>Annual<br/>Member<br/>Allowance</b> | <b>Annual Co.<br/>Membership<br/>Fee Incl. GST</b> |
|---|--|--|--|
| <b>1 to 1,000</b>                             | <b>\$250</b>                                 | <b>Up to 8</b>                         | <b>\$2,000</b>                                     |
| <b>1,001 to 2,500</b>                         | <b>\$450</b>                                 | <b>Up to 10</b>                        | <b>\$2,500</b>                                     |
| <b>2,501 to 5,000</b>                         | <b>\$650</b>                                 | <b>Up to 12</b>                        | <b>\$3,000</b>                                     |
| <b>5,001 +</b>                                | <b>\$850</b>                                 | <b>Up to 14</b>                        | <b>\$3,500</b>                                     |

### **Membership benefits :**

- Annual fee offsets membership e.g. company with up to 1000 employees receives up to 8 memberships automatically (additional members charged at \$250 per person inc. GST)
- Discounts of up to 20% for attendance at events
- Access to SMI Member only content and SMI discussion group (or installation of SMI applications on company intra-net)
- Access to SMI specialists and researchers on topics of specific concern
- Access to research facility at preferred rates
- Input to on line SMI White Papers; Newsletters, Discussion Groups and method, knowledge, practice learning and development facilitates

SMI: grounded in research, practical in application