

TMY-SS19: Strategic Management for Top Management

Course Code: TMY-SS19

Duration: 2 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

OVERVIEW

- Understanding the strategic management process
- Able to conduct strategic analysis
- Able to derive intended strategy from strategic analysis

SKILLS COVERED

Upon completion of this program, participants will be able to:

- Understanding the elements of strategic thinking
- Able to comprehend company's and competitors' strategic moves
- Able to conduct strategic conversation

WHO SHOULD ATTEND?

This program is appropriate for middle-to-senior management. It is also suitable for talents identified to be groomed for management positions. Attendees may also be part of a talent pool for the company's think-tank to assist top management in strategic analysis

PREREQUISITES

There are no prerequisites required to attend this course.

MODULES

MODULE 1 - WHAT IS STRATEGY?

- Why Do Strategic Management?
- Porter's Generic Strategies
- Crafting Strategy
- Content And Process
- Linkage To Vision, Mission And Values

MODULE 2 - INTERNAL ANALYSIS

- Mckinsey 7-S
- Success Factors
- Action Learning

MODULE 3 - EXTERNAL ANALYSIS

- Porter's 5 Forces
- Action Learning

MODULE 4 - SWOT ANALYSIS – PUTTING TOGETHER INTERNAL AND EXTERNAL ANALYSIS

- Strategic Statement
- Action Learning

MODULE 5 - STRATEGIC OPTIONS FROM SWOT

- Derive Strategies From SWOT Analysis
- Consider Different Strategic Options

MODULE 6 - STRATEGIES LEVELS

- Corporate
- Business
- Functional
- Action Learning

MODULE 7 (OVERVIEW ONLY) - STRATEGIC ALIGNMENT THROUGH PERFORMANCE MANAGEMENT

- Financial Objectives
- Operational Objectives
- Other KRAS/KPIS
- Action Learning

MODULE 8 (OVERVIEW ONLY) - STRATEGIC IMPLEMENTATION

- Implementation Steps
- Change Management
- Action Learning

MODULE 9 (OPTIONAL) - BUSINESS OPPORTUNITY CASES (COMPANY'S OWN BUSINESS CASES FOR ATTENDEES TO COME UP WITH STRATEGIC SOLUTIONS)

- Practice Strategic Analysis On Company's Own Situation
- Practice Using Strategic Tools

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