



KNOWLEDGE GROUP CONSULTING presents

## Building on Fundamentals

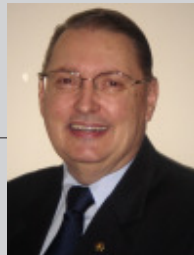
# **PLANNING – STRATEGIC & BUSINESS, PERFORMANCE, IMPLEMENTATION & ACTION**

for ALL SENIOR - MIDDLE - JUNIOR MANAGERS

Build on Fundamentals, featuring Lessons Learned and Methodology to radically improve ALL your Planning Processes.

**REVISED  
FOR 2008**

**TWO-DAY  
PROGRAM  
WITH ...**



**JAMES CROWN**  
Chief Executive Officer  
**KNOWLEDGE GROUP  
CONSULTING**

It's not STRATEGY that fails! It is, too often, the cascading of strategy down to ACTION and IMPLEMENTATION that is not done well. Now, after 20 years of putting together strategic, business, operational, and action plans, James Crown will show you methodology and problem solving to ensure strategy is well considered and meets the business risks of Customer Demand, Competition, and Real Capability. This workshop is for all levels of management. It's all about Simplicity, Flexibility and Reality. Consider overcoming these practical problems...

- ✓ How to ensure that top-down STRATEGIC THINKING becomes bottom-up delivered action
- ✓ How to effectively COMMUNICATE strategy to the implementors
- ✓ How to MEASURE linked performance top-to-bottom, and bottom-to-top
- ✓ How to IMPROVE leadership at strategic, organisational, and direct face-to-face levels
- ✓ How to ensure EXPECTATIONS upstairs do not outstrip CAPABILITY downstairs
- ✓ How to steer the COMPANY in the right DIRECTION and stay on course long term

SUPPORTING PUBLICATION

business • lifestyle • leisure  
**BUSINESS TODAY**



# Planning – Strategic & Business, Performance, Implementation & Action

## Why Should I Attend?

This is about building on Fundamentals – the first in a new series of management-leadership-governance courses. Strategy without action is a waste of time, and no company can afford to be without a structured approach to the future, as well as using the best practices available to plan and manage the present while continuously learning the lessons from yesterday.

At this workshop you will learn and work with some of the most fundamental, time-tested tools available as well as see how they are operating in a 21st Century Malaysian context.

Usually these topics are seen as individual and often not-connected topics. In this workshop we see them as they really are – an inter-dependent, overlapping jigsaw puzzle. You can't have strategy without action and implementation, and you can't have truly great strategy without risk and a way of managing that risk. Here we explore the lessons learned and the tools that can make success happen.

This course will also help link the need for management as well as the need for leadership. See the need for an advanced form of action planning – *Project Management for Everyone* – as well as provide real guidance on the often misunderstood role of the Key Performance Indicator.

This is a course for every manager/leader at every level in the company: From CEO/MD to the newly appointed Junior Manager, there is real value here for all.



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**‘The best plan is only a plan,  
that is, good intentions,  
unless it devolves into work.  
The distinction that marks a  
plan capable of producing  
results is the commitment  
of key people to work on  
specific tasks.’**

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## Why Work With James Crown?

Before taking up his position in 2006 as CEO of Knowledge Group Consulting and Executive Director of the Knowledge Group of Companies, James was CEO of BDO Governance Advisory in Malaysia. Prior to that he was MD of Strategic Planning Group in Sydney, Australia.

During the past 4 years, he has worked with many Malaysian companies – at all levels, from Boards through CEOs and MDs, through middle and junior managers. From the top to the bottom, he knows where the problems lie and has a unique perspective on the planning function as a way of solving problems.

He knows the need for cascading top-level strategy clearly downwards to bottom-level action and implementation. He knows and will share with you the jigsaw-puzzle-relationship between objectives, strategies, actions and risks.

James' ability to manage customer demand, competition, and corporate capability has put him among the foremost business strategists in Malaysia and the region. He brings not only the latest management-leadership-governance thinking, but a common-sense approach to progressive business strategy and action.

For more biography: see [www.kgc-consulting.com](http://www.kgc-consulting.com)

# PROGRAM OUTLINE

REGISTRATION 830am -- PROGRAM STARTS 9am ENDS 5pm

## Introduction and Objectives

Management, Leadership, Governance  
Defining the High Performance Company  
Grand Strategy: The Board's Expectations

## Strategic Thinking to Strategic Planning

Strategic Intelligence Gathering and Analysis  
Strategy Formulation  
Strategic Master Planning  
Strategy Implementation  
Strategy Monitoring, Reviewing and Updating

## Strategic Planning

Vision and Mission and Core Values  
The Environmental Analysis  
Critical Success Factors  
Objectives, Measures and Targets (KPIs)  
Strategic Guidance and Strategic Risk

## Business Planning

Mission and Environmental Analysis  
Critical Success Factors  
Goals, Measures and Targets (KPIs)  
Strategies and Action  
Standard Operating Strategies

## Project Management for Everyone

The Ultimate Action/Implementation Tool  
Simple Planning: Scope, Time, Cost, Quality,  
Risk, Communications, Human Resources,  
Relationship Management, Procurement

## Business Risk as Competitive Advantage

Managing Business Risk Top Down, Bottom Up  
Customer Demand Risk  
Competition Risk  
Capability Risk

## The High Performance Business Model

Defining the Current Model  
Defining the Needed Model  
Closing the Gap Between Current/Needed  
Agreeing on the High Performance Model

## KPIs: Selecting, Measuring, Reporting

Linking Performance to Strategy  
Key Performance Indicators: Measure/Target  
KPIs as Lag and Lead Indicators  
The KPI View of Business Performance  
Cascading Key Performance Indicators  
Linking KPIs to Compensation Frameworks

## The Leadership Role and Action

Leaders v Managers: Room for Both  
Strategic Leaders: Skills and Actions  
Organisational Leaders: Skills and Actions  
Face-to-Face Leadership: Skills and Actions

## Total Management as a Leadership Symbol

Credibility and Image of the Management Team  
Ethics, Integrity, Honesty, Consequences

## Lessons Learned and a Path to Follow

Adopting the Most Appropriate Approach

## Extensive Case Histories and Syndicate Exercises

Throughout the two days, the program will include many case histories to illustrate the points being made. These will also be documented in the reference materials.

Syndicate exercises will also be included providing participants the opportunity to discuss and learn from each other.

### Syndicate Topics

- ★ High Performing Companies: A Gap Analysis
- ★ Cascading: Strategy-to-Business-to-Action
- ★ Balancing Customer Demand and Capability
- ★ Picking Meaningful KPIs

Who Comes To Our Skills Development Programs? ... Malaysian Airlines, British American Tobacco, Magnum Corporation, Mico Chipboard, Dataprep Holdings, Ministry of Finance, POS Malaysia, QSR Brands, UMW, Worldwide Holdings, IJM, Kumpulan Guthrie, ThaiLife, Bank Negara, Sime Darby, MMC, Harbour-Link, Sirim, Affin Investment Bank, Northport, Telekom, Royal Malaysian Navy, University of Malaya, Felda, Bursa Malaysia, Petronas ...

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# PROGRAM REGISTRATION

## Planning – Strategic & Business, Performance, Implementation & Action

29-30 JANUARY 2008 - SIME DARBY CONVENTION CENTRE - K.L.

Name \_\_\_\_\_  
Designation \_\_\_\_\_  
E-Mail \_\_\_\_\_

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Name \_\_\_\_\_  
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E-Mail \_\_\_\_\_

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Company \_\_\_\_\_  
Address \_\_\_\_\_

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City \_\_\_\_\_ Postcode \_\_\_\_\_

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Contact Name \_\_\_\_\_  
Designation \_\_\_\_\_  
Email \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_

Participant(s)	Fee per person
1 person	RM2888
2 or more persons	RM2688

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**Register and pay by 4 January to be entitled to our Early Bird Rate**

- RM2688 per person
- RM2650 per person for 2 or more

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**Registration Fee** includes coffee breaks, lunch and one set of program documentation.

#### **Cancellations, Refunds & Transfers**

Cancellations within five days of the event will receive 50% refund and a complete set of the documentation. A transfer or substitution may be made at any time.

#### **Payment**

Please make crossed cheques payable to:  
*Knowledge Group Consulting Sdn Bhd*  
Payment is required with registration or on the day of the program.

#### **Certificate**

Certificates will be provided for all participants.

**To Register - Call Ms Wui Ling**  
Tel 603-2166-5471 Fax 603-2166-5851  
Email: wuiling@kgc-consulting.com

#### **Mailing Address**

Knowledge Group Consulting Sdn Bhd  
B-9-14, Megan Avenue II  
12, Jalan Yap Kwan Seng  
50450 Kuala Lumpur

#### **THIS PROGRAM AVAILABLE IN-HOUSE**

This program can be tailored to your specific needs and delivered in-house.

FOR INFORMATION, CONTACT

Irene Heng, Head - Management Consulting  
Tel 603-2166-5471 Fax 603-2166-5851  
E-mail ireneheng@kgc-consulting.com

#### **TRAINING/CONSULTING PROGRAMS**

We have a range of training and consulting programs available across Asia-Pacific.

- ★ Strategic & Business Planning
- ★ Strategic & Operational Risk Management
- ★ Corporate Governance & Leadership
- ★ 3-Day Leadership Boot Camp
- ★ Managing Change The Easy Way
- ★ Business Remodelling and Performance
- ★ Business Continuity Planning (BCP/DRP)
- ★ Talent Pool and Succession Planning
- ★ Family Business Planning/Succession

FOR INFORMATION, CONTACT

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