

Strategic Thinking, Planning and Management Masterclass

***HIGHLIGHT**

Case Studies &
Group Discussions

Learn Strategies and Tools to Successfully Drive Change and Increase Profitability to your Organization

5th - 6th April 2023

7th - 8th June 2023

Kuala Lumpur (In Person) / Online Training

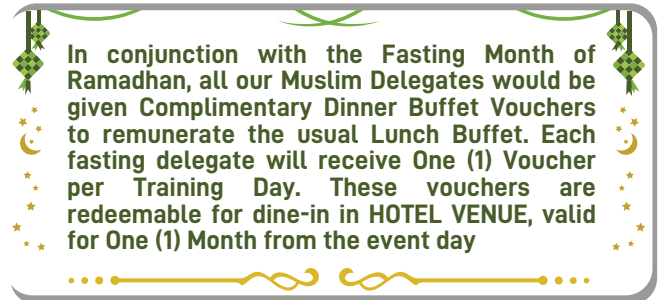
Major Benefits of Attending

By end of this course, you will be able to:

- **Translate** your organization Business Plan into Key Performance Indicators
- **Understand** Strategic Positioning after SWOT analysis
- **Execute** Business Turnaround Strategies
- **Apply** Blue Ocean Strategy Tools
- **Learn** Success Story of Cost Reduction
- **Apply** Risk Modelling Skills

Prerequisite

Participants are required to bring laptops to the training venue



Course Methodology

Client has the option to choose to participate either below method.

Online Course : *This course will be conducted via Zoom.*

Marriot Group Hotel: *This course will be conducted at the hotel with the trainer on site. Participants will need to bring their own laptop. Lunch/Dinner and 2 networking breaks will also be provided.*

Why You Should Attend?

This course is catered for you if you are hungry for a change internally to impact your organization and cause your competitors to react as well. Decisiveness and forward looking are the keys to unlock resources within and the push for growth, profitability and liquidity will be your major challenge.

SWOT analysis will enable you to rethink the way you do businesses and response to market development will determine your ability to stay ahead of others.

This 2-day training will involve a highly engaging approach drawing the best minds, fusion, and integration with the aim of practical application using the solution matrix. **Real-current financial & business cases will be analyzed, and scenario solutions will be discussed within the workshop.**

Who Should Attend?

This course will be beneficial for those in leadership/management positions, those aspiring to be in leadership positions and those involved in developing business plans. These include:

- General Managers
- Division Managers
- Corporate Development Managers
- Business Analysts
- Heads of Department
- Corporate/Strategic Planning Managers
- Corporate Strategists
- Corporate Planners

Organized by:



FDB EVENTS PTE LTD (SINGAPORE)
FDB EVENTS SDN BHD (MALAYSIA)

For more details, contact hello@fdb.sg

HRDcorp Registered

