

# Scenario and Strategic Planning Techniques

by Zen Choo



Decide with Confidence

## INTRODUCTION

Developing a strategic plan and its implementation is imperative for every organization to enhance its competitive position and prepare for future challenges. This program stresses how to organize and implement a successful strategic planning process, ensure effective participation and transition your plan into action. Whether you are new to strategic planning or you want to revitalize the process within your organization, this workshop will provide you with the critical information you need to create a plan that will define and strengthen your future viability.

This workshop provides specific and practical help on implementing and effectively using strategic planning and management skills. The workshop will refine internal processes and provide insight into changing business unit dynamics. Learners will sharpen their critical thinking skills and develop thought processes that are creative, accurate and assumption-free. The training will illustrate how the cognitive principle can be taken back to the workplace and put into practice so that your business operations can be strategically planned and managed.

## LEARNING OBJECTIVES

On completing this program, participants will:

- Understand how to create a shared group vision
- Identify the obstacles and associated underlying causes
- Formulate strategic goals and tasks for the organization
- Create momentum for getting plans implemented
- Identify a common framework for decision-making, communication, planning and problem solving
- Develop a greater initiative and responsibility for turning plans into action
- Acquire techniques in encouraging more innovative ideas as a team

## COURSE OUTLINE

### PLANNING PRINCIPLES AND PROCESSES

- The essential of planning
- Understanding strategy
- Systems and approaches
- Pre-requisite for planning
- Visions and mission

### SCENARIOS FOR PLANNING

- Driving Forces (Strategic influencing factors)
- Zwickian limits
- Scenario generation
- Scenario generation exercise

### NEW DYNAMICS OF STRATEGY

- Sense making in a complex and complicated world
- Tame vs messy problem space

### STRATEGY FORMULATION

- Strategy levers and options
- Strategy generation
- Strategy generation exercise

### INTRODUCTION TO ENVIRONMENTAL SCANNING

- Bias and limitation of judgment
- Open source intelligence and resources

### EVALUATION OF STRATEGY

### THE STRATEGIC PLANNING PROCESS

- Strategic issue identification
- Issue identification exercise

### STRATEGIC PLANNING CASE-STUDIES

Case studies that allow you to apply and refine the strategic planning and implementing process.

## ABOUT THE TRAINER – LTC (NS) ZEN CHOO WEE MENG

LTC (NS) Choo Wee Meng has a combined eighteen years of experience in management, communications, coaching and knowledge management. He spent the majority of those years serving in the Republic of Singapore Navy in various capacities ranging from training of personnel, organisational development, knowledge management and technology acquisition. During his tenure with the navy, he was responsible for the development of the navy's organisational development plans. He was also instrumental in the roll-out of the Naval Exercise and Training knowledge management (KM) system.

He is also actively involved in training and development and has conducted programmes for organisations such as the Maritime Port Authority of Singapore among others. Through his active training and consulting participation in a broad spectrum of corporate projects, he has garnered essential knowledge and experience in a large number of fields. These include communication and coaching, EQ development, teambuilding, media relations, communication and interpersonal skills, DISC profiling, presentation skills as well as leadership and supervisory skills.

He has also served as an external development and management consultant for organisations such as the Mahkota Medical Centre in Malaysia, as well as The Arlington Institute. He brings with him a dynamic and practical approach to training and this approach has seen much positive feedback from participants.

He holds a Bachelor of Science from the National University of Singapore. He also holds a Graduate Certificate in Management from the Queensland University of Technology & Royal Australian Navy Staff College.

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**Date:** 2<sup>nd</sup> June 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:** [ ] S\$395 for D&B Subscriber [ ] S\$480 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 2<sup>nd</sup> May to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

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**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
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## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances.