



# Know Your Strategy<sup>©</sup>

2 Day Workshop - 24<sup>th</sup> & 25<sup>th</sup> October 2017

By: Salah Uddin

## Overview:

Not all businesses get their Strategy right straight away. There are inherent weaknesses & core rigidities within an organisation for various reasons. A Strategy should be a game plan to remedy these weaknesses so that companies don't falter and suffer their impact too greatly. Strategies should look at future risks and help develop ways in which they can overcome these obstacles. A well-defined business Strategy should guide, not only on how your business is performing internally but also, how you are performing against your competition and what you need to do to stay relevant into the future. Thus, a well-designed Strategy is fundamental to the success and sustainability of any organisation. However, in most companies, Strategy making is the purview of the top management team only. While the C level circle in a company takes pride in being the architect of their company's plans, at times even the managerial level, the middle & junior management is unaware about the intricacies of how a Strategy is evolved, thus resulting in an outcome which could have been better had the team been part of Strategy building exercise.

This workshop is thus devised with the more recent concept of involving a wider community exercise for designing a company's strategy, deploying the team, lest the Strategy is rendered rudderless with a change in the top management. The premise is that ideas if drawn from a larger, diverse pool, giving the managers / middle & junior managers a voice, can boost their commitment to the company Strategy rather than in a centralised organization. Hence the need for an open strategy via participation and inclusion, for a sustained competitive advantage.

## Learning Outcomes:

- Strategic Process, Mission & Vision
- Virtuous Cycle of Strategic Transformation
- Analysing Competitive Profile of a company
- Impact of market forces on competitive position
- Benefits from controlling a company's Value Chain
- Competitive, Cooperative, Offensive Strategies
- Diversification strategies
- Which Strategy When?
- Blue Ocean Strategy
- How to assess if your strategy is Good or Bad
- How a Company's degree of centralisation affects the Strategy
- Strategy via participation or inclusion?
- Silent Killers of Strategy implementation

## Training Methodology:

A "hands on" approach based on case studies and devising essential strategic matrixes for business decisions / directions.

## Facilitator's Profile:



Salah Uddin is the Executive Director at the Management Association of Pakistan (MAP), a Director & Council Member at the Board of Asian Association of Management Organizations, Member Marketing Association of Pakistan and Member Pakistan Institute of Corporate Governance (PICG).

Salah Uddin's role at MAP is to help translate MAP's vision "To Lead the Change Process Towards Best

Management Practices" into reality by helping member companies in developing human capital, building organizational capacity and recognizing the best practices through MAP's annual Corporate Excellence Awards. He has been the co-architect along with MAP's Board of Directors and Lead Partners for conceiving MAP's:

- 12th Convention: "Leadership Challenges for Business Success"
- 13th Convention: "Leadership, People, Innovation"
- 14th Convention: "Strategy, Growth, Responsibility"
- 15th Convention: "Managing the Future"
- 16th Convention: "Re-Think Management"
- 17th Convention: "Innovative Leadership"
- 18th Convention: "Dancing with Disruption"

and this year's upcoming 19th Convention: "Rising with Millennials".

As a Visiting Faculty, he specializes in the field of Strategy and Marketing.

Salah Uddin has a vast experience in Management and Marketing fields including Executive Director MAP, Director Marketing, Director Flight Services, PIA Karachi and General Manager North America, PIA New York. He is a Certified Director from PICG, Post Graduate in Economics and has done management courses from INSEAD Fontainbleau, France, Royal Aeronautical Society Oxford, UK, McGill University, Montreal, Canada.

Other Signature Workshop: Becoming a Result Oriented Leader<sup>©</sup>

## Who Should Attend?

Aspiring Managers, Middle Managers, Deputy Managers, Functional Heads, Line Managers, Team Leads and those seeking to understand their company's strategy.

## When & Where?

24<sup>th</sup> and 25<sup>th</sup> October 2017, From 10:00 a.m. to 04:30 p.m., at PC Hotel Karachi.

## REGISTRATION FORM

Institutional Member

Student Member

Individual Member

Non-Member

Name \_\_\_\_\_

Designation \_\_\_\_\_ Membership No. \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mobile \_\_\_\_\_ Email \_\_\_\_\_

### MODE OF PAYMENT

Cash/Cheque No. \_\_\_\_\_

Dated \_\_\_\_\_

Amount \_\_\_\_\_

### ADMINISTRATIVE INFORMATION

Registration Fee*	Early Bird Fee (Register by) 09 <sup>th</sup> Oct 2017	Regular Fee (Register after) 09 <sup>th</sup> Oct 2017
MAP Institutional Member	Rs. 23,000/-	Rs. 27,000/-
For two or more Institutional member nominations	Rs. 21,500/-	Rs. 24,500/-
MAP Individual Member	Rs. 16,500/-	Rs. 18,000/-
Student Member	Rs. 8,000/-	Rs. 9,000/-
Non-Member	Rs. 24,500/-	Rs. 28,500/-

\*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

### Registration:

Registration to be confirmed only on receipt of cheque in advance

- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

### For Direct Transfer:

- Acct Title : Management Association of Pakistan
- Bank Name : MCB Bank Limited
- Account Number : 0006903010000302
- IBAN : PK62 MUCB 0006 9030 1000 0302
- Branch Name : GTB Branch Karachi (0069)
- Payment Advice to be sent at:  
accountant@mappk.org | info@mappk.org