

STRATEGIC THINKING & ANALYSIS

How to formulate your organization strategies



Trainer

KENZER TAN HECK WEE

- 👤 Leadership experience as Managing Director at European listed MNC & Cross-cultural management in American, European and Asian companies
- 👤 Recipient of the Tokoh Pekerja Lelaki (Best Male Employee of the Year) from the Malaysian Prime Minister
- 👤 Set up the TQM culture in an European multinational corporation which won all of Malaysia's P&Q (Productivity and Quality) awards

INTRODUCTION

Strategic thinking and analysis is indispensable tool for dealing with business and organizational challenges.

"Of all the contrast between successful and unsuccessful business, or between leader and follower, the single most important differentiating factor is strategy",

-J Thomas Canon-

In a study of successful companies, the single most important differentiating factor was strategy. Given the importance of strategy in the continued success of an organization, it is surprising that most companies do not put enough focus to continuously up-skill their staff in this key management competency.

That is the reason why this workshop is conducted to sharpen analytical thinking and leverage strategic practice. It does help business in opportunity recognition, competition analysis as well as strategy formation & implementation in an effective path.

-STRATEGY-



KEY BENEFITS

- 👤 Master the concepts, tools and techniques of strategic management process
- 👤 Engage in both strategic planning and strategic execution – and build alignment
- 👤 Resolve business issues systematically, grow significantly, and stay ahead of the competition.

LEARNING OBJECTIVES

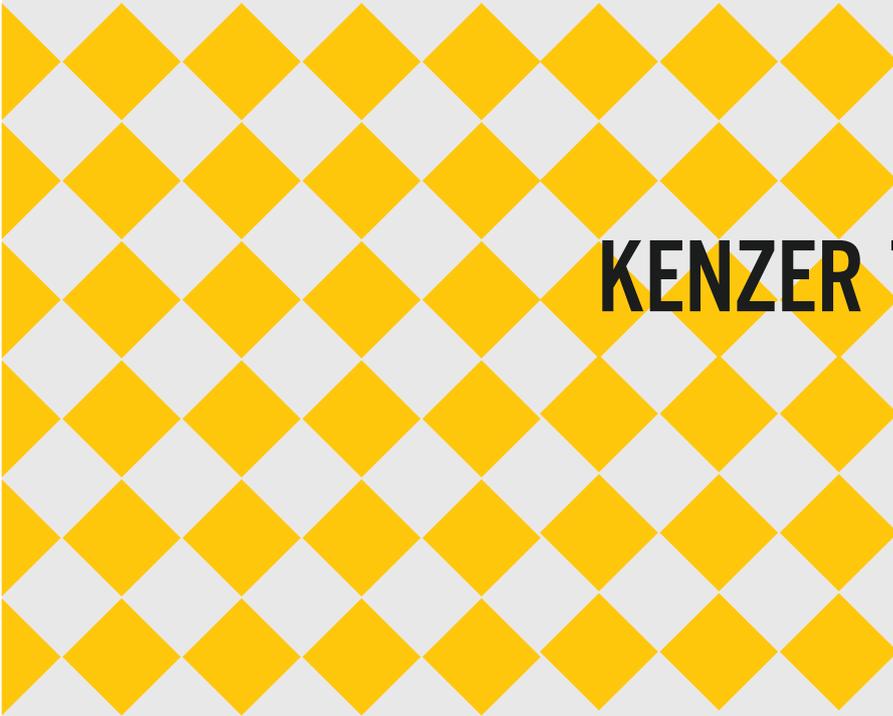
Upon completing the program, participants will be able to:

- 👤 Understand and use the strategic management process
- 👤 Appreciate the importance of strategy and strategic thinking
- 👤 Apply McKinsey 7-S model, Porter's 5 forces & Ansoff Matrix for analysis
- 👤 Learn to determine industry and own firm's success factors
- 👤 Examine own firm through internal analysis
- 👤 Conduct external environmental scanning covering political, economic, social and technological factors
- 👤 Carry out a SWOT analysis
- 👤 Conduct strategic analysis of your firm
- 👤 Identify strategic options from your analysis
- 👤 Engage in crucial strategic conversations

PROGRAM OUTLINE

- 1. **Introduction**
 - a. Program Objectives
 - b. Participants Learning Outcomes
- 2. **What is Strategy?**
 - a. Why do Strategic Management?
 - b. Porter's Generic Strategies
 - c. Crafting Strategy
 - d. Content and Process
- 3. **Vision, Mission and Values**
 - a. Setting Criteria
 - b. Elements in Vision and Mission
 - c. Action Learning
- 4. **External Analysis**
 - a. Porter's 5 Forces
 - b. Action Learning
- 5. **Internal Analysis**
 - a. McKinsey 7-S
 - b. Action Learning
- 6. **Ansoff Matrix (Strategic Approach to Marketing)**
- 7. **SWOT Analysis – Putting Together Internal and External Analysis**
 - a. Strategic Statement
 - b. Action Learning
- 8. **Strategic Options from SWOT**
- 9. **Conclusion**
 - a. Review of Course Content and Learning
 - b. Questions and Answers
 - c. Workshop Evaluation
- 10. **(During training, we promote Action Learning by working of examples from own companies , if agreeable to client)**





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HIGHLIGHTS

- 👤 Proven leadership experience from Head Prefect (school) to Managing Director (European listed MNC) to Chief Assessor of Melaka Chief Minister Award (community).
- 👤 Successfully set up the TQM culture in an European multinational corporation which won all of Malaysia's P&Q (Productivity and Quality) awards.

- *Prime Minister Quality Award (from PM)*
- *National Productivity Award (from PM)*
- *Quality Management Excellence Award (from PM)*
- *National QCC (Quality Control Circle) Champion (from Minister)*
- *Melaka Chief Minister Award (from CM)*

- 👤 Successful in turning around two financially ailing companies in America and in Malaysia.
- 👤 Broad based functional experience in heading departments in Total Quality Management, Customer Service, Planning, Operations, Human Resources, Information Technologies and Communications.
- 👤 Leadership and management experience in large public companies as well as small and medium sized enterprises both in the roles of customer and supplier.
- 👤 Cross-cultural management successes in American, European and Asian companies.
- 👤 Recipient of the Tokoh Pekerja Lelaki (Best Male Employee of the Year) from the Malaysian Prime Minister, Tun Dr. Mahathir Mohamad.



KENZER TAN HECK WEE

Kenzer Tan working experience started in America - after completing his undergraduate studies at UCLA - where he worked for two SMEs in the pharmaceutical and pre-packaging industry. In the pharmaceutical company, he started as a trainee and rose to the ranks of Vice President of Operations. In the latter, he authored the one-stop solution proposal that won the company the contract that turned the fortune of this financially ailing company.

Upon his return to Malaysia, Kenzer was the Group Manager of a local SME with businesses in recycled moulded paper pulp and farming. The management initiative to be the first in the country to supply recycled moulded paper pulp in place of polystyrene and Styrofoam garnered it many MNCs customers shipping to European countries with strict environmental protection regulations.

He then join a German MNC starting in the position of TQM manager, then to Senior Manager of TQM and Communications, Director of Planning and finally as Senior Director of Human Resource for over 5,000 employees. Kenzer was instrumental in the implementation of the company's TQM culture which was evidenced by the company winning all the Malaysia highest Productivity and Quality-based TQM awards, such as Prime Minister Quality Award and National QCC Champion, at the organization, team and individual levels.

He implemented HR inventions such as employee surveys and designed proprietary leadership training and development programs which ran on a weekly basis over a three-year period. He also designed and conducted a talent management event to evaluate and identify the organization's high fliers for placement and development.

Kenzer also held the position of Managing Director of a Dutch listed company, heading its site in Malaysia and in China. He designed a proprietary Performance Management System, linking it to the Strategic Management and Process Management, to turnaround the local company and returned it to profitability within 6 months after three years of losses. The turnaround was helped by the low-key implementation (no sloganeering) of TQM practices, HR interventions as well as running the weekly leadership training and development programs for the second and third echelon leaders to ensure alignment and commonality of understanding in the company.



At the Community level, Kenzer has been appointed as the Chief Assessor of the Chief Minister Award in Melaka (2005, 2007), presenter for various programs for MPC, PSMB and Institute of Melaka Management. He has shared experiences and learning with Celcom, Mobikom, Telekom, Pioneer, Hitachi Consumer Products, Samsung, Petronas, Fico, Harris Semiconductors and Malaysia Productivity Corporation.

Kenzer has worked with multinational clients as well as SMEs locally as well as at international level. He has trained, consulted and coached in different industries.

Kenzer Tan received his Bachelor of Science in Computer Science and Engineering from the University of California, Los Angeles, USA. His Masters of Business Administration is from the University of Strathclyde, Scotland.

For his contribution to the company, fellow workers and the community, and his continuous self-development, Kenzer was accorded the Best Male Employee of the Year Award 2001 (Tokoh Pekerja Lelaki) from the Prime Minister, Tun Dr. Mahathir Mohamad in 2001.

ITD GLOBAL CENTRES OF EXCELLENCE:

SINGAPORE

ITD INTERNATIONAL PTE LTD

Tel: +65 8555 6001 | Fax: +65 6223 6521

E-mail: itdsg@itdworld.com

MALAYSIA

ITD PENANG (Head Office)

Tel: +604 228 3869 | Fax: +604 228 6869

E-mail: itdpg@itdworld.com

ITD KUALA LUMPUR

Tel: +603 6203 3880 | Fax: +603 6203 3830

E-mail: itdkl@itdworld.com

THAILAND

INTERNATIONAL ITD LTD

Tel: +662 650 9324 to 8 | Fax: +662 650 9329

E-mail: itdbkk@itdworld.com

VIETNAM

ITD VIETNAM

Tel: +84 8 3825 8487 | Fax: +84 8 3825 8483

E-mail: itdhcmc@itdworld.com

PHILIPPINES

ITD CONSULTING GROUP INC

Tel: +632 887 7428 | Fax: +632 844 8874

E-mail: itdmanila@itdworld.com

CAMBODIA

ITD-LDC (LEADERSHIP DEVELOPMENT CENTRE)

Tel: +855-23 555 0505 | Fax: +855-23 224 598

E-mail: training@ldcasia.com

INDONESIA

ITD-GLC (GLOBAL LEADERSHIP CENTER)

Tel: +6221 2930 8710 | Fax: +6221 2930 8747

E-mail: info@glcworld.co.id

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