

Book your seat by **30 October, 2009** & **SAVE PKR 3,000**



Training | Conferences | Events | Publications

p r e s e n t s



Strategic Planning for Business SUCCESS

Course Facilitator

Amer Qureshi
UAE



Business Advisor and Author

- MD of Capstone Consulting, a Dubai based Professional services firm
- A graduate of the Australian National University & completed an Executive Education Program at the Harvard Business School
- Former Director of the Entrepreneurship and SME centre at LUMS
- Presenter & workshop facilitator in the areas of Business Planning, SME Management, Entrepreneurship and Accounting & Finance



Special Guest Appearance:

Grant Slater
Australia

- MD of Bentleys MRI in Canberra, Australia
- 20 years of hands-on experience of Strategy Development & Business Management
- Past facilitator at the Rausing Centre, LUMS

Take your business to new heights!

November 11 - 12, 2009, Pearl Continental Hotel, Lahore
November 18 - 19, 2009, Sheraton Hotel & Towers, Karachi
Timing: 9:00 am to 5:00 pm

Key Benefits:

The program is designed to provide the following:

- The art of **Strategic Thinking**
- An insight into the **strategic planning process**
- The frameworks, models and tools needed to formulate and implement a **successful strategic plan**
- Tools and techniques to facilitate **strategy formulation and planning**
- Understanding for the challenges of **implementing strategic plans**
- Use of **balanced scorecard** for aligning strategy with measurable business outcomes
- Work-based projects in developing **practical strategic initiatives** based on participants' unique set of issues, resources and business environment
- **Strategic insights** from the world's most successful CEOs and leaders

Register Online

www.octara.com

Tel: +92-21-4534261, +92-21-4536315, Cell: 0300-8275351

Fax: 021-4520708, 021-4546639, E-mail: register@octara.com

Featuring Exclusive
Video Presentation by
Grant Slater
from Australia



Course Facilitator:
Amer Qureshi, UAE
 Business Advisor and Author



Amer Qureshi is an Australian business consultant with a passion for helping businesses grow and succeed. Amer is currently the Managing Director of Capstone Consulting, a Dubai based Professional services firm. Prior to this, Amer was the CFO of an International Property and Hospitality Group in Dubai.

A graduate of the Australian National University, he has also completed an Executive Education Program at the Harvard Business School. Amer has also been the Director of the Entrepreneurship and SME centre at the Lahore University of Management Sciences (LUMS) and a faculty member of the Suleman Dawood Business School at LUMS. Prior to returning to Pakistan after an absence of almost 30 years and joining LUMS, Amer was the Managing Director of the Accounting and Business Consulting Firm, QCO International in Australia.

Amer is the author of three books on Business Management and Finance which have been published in many countries, including, Australia, India and Pakistan. Amer's most recent book is called Back Home?, which captures the experiences of people returning home to Pakistan after long absences. Amer has developed and delivered training programs in the areas of Business Planning, Entrepreneurship, SME Management, Succession Planning, Accounting & Finance, and is regarded as a highly skilled presenter and workshop facilitator.

Amer is also a prominent business analyst who has hosted several business shows on television in Pakistan, besides being a regular contributor to famous magazines and leading newspapers. In Pakistan, Amer's clientele includes Mobilink, Warid, ICI, Gillette, Pakistan Cables Ltd., Ericsson and the World Bank amongst others. Amer continues to conduct training sessions in Pakistan with the aim of helping to further develop the human capital of the Country.



Special Guest:
Grant Slater
 Bentleys MRI, Australia

Grant Slater is the Managing Director of the leading business advisory, consulting and accountancy firm, Bentleys MRI in Canberra, Australia. Grant specializes in Strategic Planning and has previously been a part of a Succession Planning workshop at the Raising Centre at LUMS.

Grant is a chartered accountant by profession and has more than 20 years of experience in advising business owners in relation to Strategy Development and Business Management.

What delegates have said about Amer's previous courses

"An excellent experience where brilliant tactics were taught regarding the management approach for dealing with difficulties at work. Such trainings should continue in future!!"

Telenor Pakistan

"The workshop was a good opportunity to learn new strategies and enhance our thinking process. A good job!"

Pakistan PTA Limited

"A highly interactive session with such a professional speaker. It comprehensively dealt with the core factors involved in any organization's success."

B/Braun Pakistan

"The trainer possesses superb enthusiasm and knowledge to conduct such effective sessions. His techniques and strategies are readily applicable to practical life!"

PARCO

Strategic Planning for Business SUCCESS

Take your business to new heights!

Course Overview

Strategic planning is critical in the world of business today. Increasing competition, advancements in technology, changing markets and a global economy in recession has increased the pressure for companies to develop strategies that result in distinctive competitive advantages. The leadership and management of businesses hence face the challenge of building a futuristic perspective; pursuing novel ways to develop new products, expand existing businesses, and create the markets of tomorrow while sustaining profitability in the current times.

Thus, building a futuristic perspective requires the leadership capacity of 'looking outside' or 'looking to the horizon' which is fundamental to setting the direction of an organization and contrasts with the management priority of coordinating current activities. Futuristic thinking requires the leaders to stand back from the traditional operational & incremental thinking approaches and analyze broad global and national trends which are likely to impact the organization.

Modern strategic planning involves creating networks of relationships with employees, customers, suppliers, and rivals to gain greater competitive advantage. An essential part of the strategic planning process is to develop a shared vision and mission which is then clearly communicated through the strategic plan.

This program helps managers and leaders to think strategically and provides them with practical skills to develop strategic plans for achieving phenomenal organizational success as well as achieving their personal goals and objectives.

It is well recognized that despite the best developed strategic plans organizations often fail to achieve the desired results. This program utilizes the innovative concept of 'the balanced scorecard' which helps in aligning the strategic plans to the day to day operations.

The program will adopt a practical approach and provide the participants with all the essential tools to develop comprehensive and professional strategic plans.

Program Agenda

Day - One

Introduction to Strategic Planning

- Introduction to Strategic Thinking, Strategic Management and Strategic Planning
- Strategic Planning Process
- What is Strategy?
- Creating and Sustaining competitive advantage
- Our approach to Strategic Planning
- Components of Strategic Planning
- Developing the Plan
- Identifying the Opportunities
- Information Gathering and Analysis
- Strategic Analysis
- The role of leadership in the Strategic Planning Process
- Developing the Vision and Mission

Day - Two

Developing a Strategic Plan

Understanding the business environment

- Strategically position your company
- Identify how best to add value
- Identify and leverage Strengths, Weaknesses, Opportunities and Threats (SWOT)
- Make forecasts of the future environment

Bringing your team onboard

- HR Issues in implementing strategic plans
- Motivating and Team Building
- Training and Development
- Rewarding your team

Strategic Planning and Financial Management

- How to use budgeting effectively to motivate your team
- Why traditional budgeting fails
- Strategic Financial Analysis



Putting your Strategic Plan together – Practical tips and advice

Tips

Using the balanced scorecard to link strategy with measurable business outcomes

Who Should Attend?

This program is ideal for Business Heads, Directors, Senior Managers and all those involved in critical Strategic Planning amongst teams.

Bring Strategic Planning for Business SUCCESS In-house!

This workshop can be customized to suit specific needs of your organization at significant savings!
Please contact Muhammad Arif at marif@octara.com or call at 0300-8275091 for more details

Strategic Planning for Business SUCCESS

Take your business to new heights!

Workshop Investment

PKR **24,999/-**
per participant

Book your seat by 30 October, 2009 &
SAVE PKR 3,000

10% Group Discount
on 2 or more participants

Note: Only one discount offer is
applicable at any given time

Course material, Octara certificate, lunch,
refreshments & business networking

Registration & Payment Options

- E-mail or Fax your nomination(s) to:
E-mail : register@octara.com
: octara@gmail.com
Fax : 021-4520708, 021-4546639
- Send us your:
Name, Designation, Organization,
mailing address, phones, fax and e-mail
- Send your cheque in favour of
"Octara Private Limited" to:
Muhammad Imran Anwer
Octara Private Limited
2/E-37, Block-6, P.E.C.H.S., Karachi.
Tel: 021-4534261, 021-4536315, Cell: 0321-2670041

To receive this flyer by e-mail drop us a line at
info@octara.com

To view reports on our past training workshops
and events logon to www.octara.com

Registration Note

Participation will be confirmed subject to receipt of
payment.

Octara Cancellation Policy

Our Cancellation Policy is activated as soon as an invoice
is received by the client. Due to any reason if the client is
not able to attend the workshop/conference, they may
inform Octara Sales/Finance department in writing within
48hours of the receipt of the invoice. In case of no
intimation from your organization we reserve the right to
claim the invoiced amount. Cancellations made at least
10 working days prior to the course will be refunded in
full. If a booking is cancelled 10 to 7 working days before
a course, a Cancellation Fee of 25% of the course fee is
payable. For cancellations made within 7 working days,
no refunds can be given. Cancellations must be confirmed
by letter, fax or email. Substitutions may be made at any
time. Notwithstanding the above, delegates may transfer
to another course to be run within 12 months.

Upcoming Programs Book your seat TODAY!

Leading for Results

Saadi Insha
21 October 2009, Karachi
23 October 2009, Lahore

Power of Positive Attitude

Baseer Sami
17 November 2009, Karachi
19 November 2009, Lahore

Mastering Business Continuity Practices

Jim Truscott
23 October 2009, Karachi

IT Leadership Development Program

David McKean
December 2009, Khi & Lhe

Course | The HR Balanced Scorecard

22 October 2009, Karachi
05 November 2009, Lahore

Salary Survey and Job Evaluation Methodologies

Rahim Shirazi
December 2009, Khi & Lhe

Course || Creating ROI on HR Initiatives

23 October 2009, Karachi
06 November 2009, Lahore
Paul Walsh

Effective Key Account Management

Ian Ruskin Brown
December 2009, Khi & Lhe

Sales Success Seminar

Bob Urichuck
23 November 2009, Karachi
24 November 2009, Lahore

Course | Creativity and Innovation for Business

December 2009, Khi & Lhe

Effective Business Writing

Moazzam Khan
November 2009, Karachi

Course || Winning & Retaining Customers in Tough Times

December 2009, Khi & Lhe
Sandra Reeves

***Octara reserves the right to change courses,
dates, content or method of presentation.**

Logistics Partner



Strategic Partners



Partners

HireLabs

HUB
LEATHER

Culligan