

# Build a Winning Strategy!



June 27, 2019 | Marriott Hotel - Karachi | 9:30 - 5:00pm



Course Facilitator:

**Ahmed Zafar**

**Group Director - Alsons Industries**

Formerly :

- CEO, Philips Pakistan and Regional Project Manager, Central & Eastern Europe, Royal Philips Electronics
- General Manager, Region CIS -Savola International
- SEVP, Organizational Excellence -Emirates Global Islamic Bank

## Course Overview

- ▶ Strategy is defined as an action plan, designed to achieve a goal, by sustaining long term competitive advantage.
- ▶ As technologies and processes converge, culture increasingly consolidates its position as THE critical success driver and a prime differentiating factor between success, failure and mediocrity.
- ▶ Strategy cannot be managed without a robust, strategic management system populated with agreed Key Performance Indicators and Critical Success Factor, and cannot be sustained without a comprehensive risk management program and corresponding controls.
- ▶ Strategy, in summary, is not a management cliché – it is a consequence of extensive dialogue between the board and management and takes into account strengths/weaknesses of the organization, resource allocation levels and opportunities/threats presented by the external business environment.

## Course Content

Participants of this 1 day program will understand the essential steps in building a sustainable strategy and the operating framework required to manage the strategic plan. The program will consist of case studies, interactive discussions and analysis of the following topics;

- **Culture** - *competitive advantage*
- **Business Balanced Scorecard** - *a strategic management system*
- **Strategy Maps & Value Curves** - *eliminate, reduce, raise & create factors of competition*
- **7s model** - *align your organization for success*
- **Business Process Risk Management** - *identify and manage organizational risk*

## INVESTMENT

PKR **20,000**+SST Per Participant

### FEE INCLUDES:

Course material, certificate of attendance, lunch, refreshments & business networking

Bring this program **In-house** at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact **Naveed Rahim** at [naveed.rahim@octara.com](mailto:naveed.rahim@octara.com) or call at **0334-3082767**

## Deliverables

- **Why** strategy?
- **Understanding** key strategy elements
- **Answers** “does the organization come first OR the business?”
- **Acknowledgement** of performance management
- **Appreciation** of global management tools
- **Illustration** of best practices

## Who Should Attend

This program is for all Executives & Managers involved in the strategy development process.

**...only from Octara!!!**

## For Details:

Karachi: 021-34520093, 34547141, 34520708

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