

INTRODUCTION

Today's companies, more than ever, need clarity of direction and the ability to get their organisations to effectively execute plans. However, much current strategic planning is still mired in traditional 'budget based' thinking. In this unique workshop, we will explore some of the best global thinking in strategic planning technique and provide an interactive forum for top and senior executives to discuss the various approaches and identify which are best suited to the current stage of development of their organisation.

The workshop will examine traditional approaches to strategic planning. It will identify weaknesses in some of these approaches and introduce the concept of a business maturity cycle. Thereafter traditional approaches to 'competitive strategy' will be examined and challenged. The concept of Red Ocean and Blue Ocean strategies will be introduced. Red Ocean strategies reflect traditional competition based approaches to strategic success whilst Blue Ocean strategies explore how to create new market space. We review the strategies of such blue ocean companies as Starbucks, Swatch, and Dell. We will look at how Tata companies can decide if they are ready for this new approach, and we examine the practical mechanisms by which Blue Ocean strategy can be developed.

However, creating strategy is just one element in business success. Without effective implementation, any strategy is merely words on a page. We examine the use of the balanced scorecard technique and show how it can be made more effective. We examine the success factors of balanced scorecard and provide a forum for senior executives to test the existing framework of their strategy maps.

Finally, we will review the new management process necessary to ensure successful tracking of progress against strategic objectives. We examine how a restructured monthly review cycle can help in gaining clarity on issues, and we investigate a new continuous approach to strategy development.

CONTENTS

- The need for differing approaches to strategic planning
- Evaluating your place on the business maturity curve
- Value innovation and developing value innovation curves
- Challenges to strategy implementation
- Tools for strategy implementation
- Management re-engineering process

OBJECTIVES

- To examine traditional approaches to strategic planning and identify weaknesses in some of the approaches for companies who wish to move from essentially domestic market dominance to true global operation and presence
- To introduce the concept of business maturity cycle to help senior executives position their organisation on such cycle and enable them to select appropriate strategy techniques for future business growth
- To examine and challenge traditional approaches to 'competitive strategy'
- To introduce the concepts of Red Ocean and Blue Ocean strategies, review the strategies of such Blue Ocean companies as Starbucks, Swatch and Dell, look at how Tata companies can decide if they are ready for this new approach, and examine the practical mechanisms by which Blue Ocean strategy can be developed
- To examine the use and success factors of the balanced scorecard technique, show how it can be made more effective, and provide a forum for senior executives to test the existing framework of their strategy maps
- To look at how a restructured monthly review cycle can ensure successful tracking of progress against strategic objectives

METHODOLOGY

This conference is highly interactive and provides senior executives with a forum to both understand leading best practice and to share their experiences.

FACULTY

Nigel Penny, Founder and Managing Director of Claritas Asia Sg. Nigel Penny has over twenty-five years of international experience in implementing strategy and performance management solutions. Between 1992-97, he worked closely with Dr David Norton and Dr Robert Kaplan for evolving the BSC approach, and was the Vice President of the Balanced Scorecard Collaborative. He has worked with several international clients such as Godrej, Tata Motors, Johnson Electric, Fujitsu, Phillip Morris, Ministry of Defence (Singapore), Singapore Telecom and Telecom Malaysia for implementing and cascading the BSC approach. He was also Partner-in-Charge of KPMG in Australia.

WHO SHOULD ATTEND

The two-day strategic planning workshop is designed for senior executives such as CEOs, Heads of Business Planning and Strategy, SBU heads and key decision makers, who wish to review the latest best practice thinking in strategic planning.



Strategy Planning and Deployment Workshop

DATE
23 - 24 May
2005



WHAT IS THE FEE FOR THE PROGRAMME ?

The fee of this programme is Rs. 40,000/- plus 10.2 % service tax. This includes tuition fee, books and instruction materials. The participants are requested to make their own arrangement for accommodation. Please remit the programme fees along with your nomination. The payment may be made by demand draft in favour of the Tata Management Training Centre, Pune.

LOCATION

Hotel Taj President, Mumbai

DATES

May 23 - 24, 2005

PROGRAMME MANAGERS

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HOW DO I APPLY

Please complete the enclosed registration form and fax it or email your details to our programme manager at the given address. An incentive discount of 5% is offered on receiving three nominations and above along with demand draft / cheque from one company. In case of cancellation of nominations after the receipt of the programme fee, the unutilized amount will be held in suspense to be utilized for any future nomination from your organisation. This would be applicable only within that particular financial year, after which the fee would be forfeited.

For further clarifications, please contact us at the given address.

A PROUD PEDIGREE

The Tata Management Training Centre (TMTC) in Pune was inaugurated by Mr. J.R.D. Tata on January 6, 1966. Since then it has evolved into a leading management training institute with national and international links. The Institute is housed in a gracious old-world structure, designed by renowned architect George Wittet, on rambling grounds surrounded by leafy trees, laws, pathways and flower beds.

The TMTC's atmosphere of serenity strikes just the right balance between the stringent demands of the Institute's management courses and participant's need to look at their management roles with a fresh perspective unencumbered by prior conditioning.

FACILITIES

The Institute can house 60 people on a double occupancy basis in its well-furnished, air conditioned residential facilities. It has four lecture halls and two seminar rooms specially designed for effective learning interactions. It also has well-stocked library on management books, journals and films. Apart from its facilities for learning and living, TMTC has facilities for indoor and outdoor sports.

CONTACT DETAILS

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TATA MANAGEMENT TRAINING CENTRE

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