

Strategic Management & Competitive Strategies in Challenging Times

Presented by Dr Chin Tiam Pok

Introduction

With the enforcement of AFTA in 2003 and the incremental implementation of WTO Agreement towards 2010, Malaysia economy is posed to enter a new era of opportunities and challenges ahead. In this context, SMIs in Malaysia are confronted with an unprecedented challenge of identifying effective competitive strategies for managing formidable global economic challenges. Therefore, a precise understanding of the changing global economic environment and an proactive implementing of competitive strategies to manage effectively the economic challenges is today a crucial task to the CEOs, heads or decision-makers of Malaysian SMIs. These corporate leaders have an important mission to effect a paradigm shift for reengineering and repositioning so as to secure and sustain international competitiveness. Their immediate main task, among others, is to ensure the survival, and the success of their organizations, particularly in an increasingly competitive global economic environment.

This two-day strategy-identifying and crisis-managing workshop provides the CEOs, heads or decision-makers of SMIs with the knowledge and skills of strategic planning and management. An understanding of Michael Porter's models of competitive advantage will be discussed. The process of strategic planning and the Levels of Strategy with areas of focus will be presented. All participants are required to participate actively in idea-generating discussion for sharing their relevant experiences, and expressing their views in overcoming the global economic challenges.

Duration	: 2 days
Time	: 9.00 am to 5.00 pm
Venue	: Armada Hotel, PJ

TRAINERS' PROFILE

Dr Chin Tiam Pok

B.A (Econs), M.Ed (Planning & Admins), PhD (Strategic Mgmt)

Dr. Chin graduated from University of Malaya with B.A.Hons (Economics) in 1977. He also holds Masters in Education Planning & Management (1982), and Ph.D. (1994) with focus on Strategic Management, HRD and Corporate Culture. Dr. Chin has over twenty years of experience in developing human potential in both public institutions and private organizations. His keen interest in human resource development stimulated him to serve as Economics Teacher, Education Psychology Lecturer, Assistant Director (Education Planning & Research Unit) with the Ministry of Education Malaysia.

He later joined the private sector and served as a Group Training Manager for a large local conglomerate, and helped to set up the Corporate Training Unit. From 1990 to 1995, he ventured overseas to lecture at HRM Unit, OB Department, Faculty of Business Administration, University of Singapore (NUS) as a Teaching Fellow and HRM Specialist.

Currently, Dr. Chin is a certified DDI trainer, he also served FMM Institute of Manufacturing as an Associate Trainer.

WHO SHOULD ATTEND?

Heads of SMIs, senior management staff & departmental managers who are involved in corporate planning, strategy formulating, and business decision-making. This workshop is a "must" to those CEOs, heads or decision-makers who are in need of a formal understanding of basic strategic management & crisis management concepts.

Course Outline

1. The Changing Global Economic Environment

- Globalization – A vision of WTO
- AFTA (Asean Free Trade Agreement)
- The Entry of China into WTO - Opportunities & Challenges

2. The Effects of Changing Global Economic Environment on SMEs in Malaysia

- Challenge or crisis - A paradigm shift in globalization
- Survival & success - Increasing productivity & competitiveness
- The Need for economic restructuring/ structural transformation
- A system approach in strategic change

3. Identifying the Competitive Strategies

- Understanding Michael Porter's Models of Competitive Advantage
- Devising global strategy, corporate strategy, business strategy, and functional strategy
- Applying system thinking in strategy formulating

4. Tools of Strategic Management & Planning

- Applying strategic planning tools in change management
- Assessing internal competencies & capabilities
- Assessing external opportunities & threats
- Deciding the scope of strategic business activities

5. Managing Strategy Implementation

- Designing organizational structure
- Establishing control systems
- Developing organizational culture
- Managing strategic change - Reengineering, restructuring & innovation

6. The Role of Transformational Leadership in Managing Change

- Optimizing creative thinking in managing change
- Seeking strategic partners in managing change
- Adopting a System Approach in crisis management

REGISTRATION DETAILS

Registration

To register, please fill in the registration form and return it with your cheque or bank draft in favor of "Comfori Sdn. Bhd.".

Fees and Payment

Participant	Fee
Individual fee	RM 1,500
Group Fee (for three or more participants)	RM 1,300

Fees must be sent with registration form in advance and include tuition, tea breaks, lunches and course notes.

Once we receive your registration, a place will be reserved for you.

Admission nametag and course notes will be provided at the start of the course.

Time Table

The course starts at 9.00 am and ends at 5.00 pm daily. Lunch at 12.30 pm to 1.30 pm. In between, there will be two breaks.

How to register

TEL : (03) 5621 3630

FAX: (03) 5638 8248

E-MAIL: info@comfori.com

Mail :

Comfori Sdn. Bhd. (581115-T)
E-02-3, 3rd Floor, East Wing, Subang Square Business Centre, Jalan SS15/4G, 47500 Subang Jaya, Selangor.

REGISTRATION FORM

Strategic Management & Competitive Strategies in Challenging Times

o Please register me to the above course seminar

Mr/Ms/Mrs : _____

Position: _____

Department: _____

Company: _____

Address: _____

Contact person: _____

Tel: _____ Fax _____

Email: _____

Type of Industry: _____