



STRATEGIC INNOVATION CONSULTING PTE LTD  
45 Kallang Pudding Road, #08-02 Alpha Building, Singapore 349317  
Tel : 8429895 Fax : 8429840

To:

From: C.W. Watson

Tel:

Fax: 8429840

Fax:

Pages: 2

**SPECIMEN**

**Re: STRATEGIC PLANNING FOR PUBLIC AND NOT-FOR-PROFIT ORGANIZATION**

Strategic Planning is the organisation's bridge to the future – the critical link between current resources, capabilities and competencies and future competitive advantage. Yet for many businesses and Not-for-Profit organisations, strategic planning has become an annual planning ritual detached from the changing competitive needs of the business or organisations. Instead of being processes that promote continuous organizational learning and renewal, strategy and planning have lost their bias for action- a dangerous flaw in the current turbulent business environment.

Researchers have indicated that 85% of management teams spend less than one hour per month on strategic issues and less than 10% of strategies effectively formulated are effectively executed. In the majority of failures – it is estimated that 70% of the real problem is not due to bad strategy but bad execution.

Thus to compete and win in such a fluid business environment, businesses and Not-for-Profit organisations must strive towards becoming strategy focused and develop ranges of multiple strategic options firmly grounded in the core competencies of their businesses or organisations. A proven versatile tool that can help to achieve this is **STRATEGIC PLANNING**. Departing significantly from established planning methodologies, **STRATEGIC PLANNING** offers a powerful framework for strategic thinking and action planning that is well suited in our current constant change and ambiguity.

The Premise behind Strategic Planning is that leaders and managers must be effective proactive strategists rather than reactive planners should their organisations are to achieve their missions, meet their mandates, and satisfy their constituents in the years ahead.

This workshop is specially catered to the specific needs of senior managers from Government Ministries, Statutory Boards, Schools/Colleges and Not-for-Profit organisations who are determined to put strategic planning to work. This two-day workshop challenges you to rethink your approach to strategic planning and to equip you and your organisation to become proactive strategists rather than reactive planners. The aim of the workshop therefore is to help you become an initiator of strategic change to resolve strategic issues and achieve the mandates.

This workshop promises to be an exceptional experience, providing you with an unrivalled opportunity to network with your peers through establishing new contacts, exchanging views and sharing new ideas and practices.

The details and registration form of our programme are attached.

As we are now in the process of confirming the participants' registration, you **must** fax to us your registration form **immediately** to secure a seat for the programme via our fax no. 8429840.

It is definitely an opportunity not to be missed!

Meanwhile, please feel free to call me at 8429895 should you need further assistance.

We are looking forward to welcoming you and other senior managers of your organisation to join us in this experience and enriching session.

**Thank you and best regards**

**Yours Sincerely,**

A handwritten signature in black ink, appearing to read "W. Chong".

**Watson Chong**  
**President and Chief Executive Officer**  
**Strategic Innovation Consulting Pte Ltd**



# STRATEGIC PLANNING For Public and Not-for-Profit Organization



Conducted By  
Mr C.W. Watson, President & CEO  
**Strategic Innovation Consulting Pte Ltd**

(A Committed Partner Whom You Can Trust)

**ORGANISED BY:  
STRATEGIC EVENT MANAGEMENT SERVICES**

Strategic Planning is the bridge to the organization's future – the critical link between current resources, capabilities and competencies and future competitive advantage and relevance.

The program is specially catered to the specific needs of senior managers from government ministries, statutory boards, schools / colleges and not-for-profit organization who are determined to put strategic planning to work. This two-day workshop challenges you to rethink your approach to strategic planning and to equip you and your organization to become a proactive strategies rather than reactive planners.

So join us for an enriching session to learn and understand how to develop a strategic plan in your organisation.

**Dates** : 04 February - 05 February 2002 (2 days)  
: 11 March - 12 March 2002 (2 days)  
: 11 April - 12 April 2002 (2 days)

**Time** : 9.00am – 5.00pm

**Venue** : Novotel Apollo Singapore

**Fees** : S\$1,900.00  
: S\$1,710.00 for companies sending 3  
and more participants from the  
same organization.

### Workshop Objectives

- Review the reasons public and not-for-profit organization should embrace strategic planning to strengthen and sustain organization achievement
- Introduction to the Strategy Change Cycle
- How to conduct SWOT analysis
- How to identify the strategic issues facing the organization
- How to formulate strategies to manage these issues
- How to develop a Strategic Plan
- How to translate strategies into operational terms
- How to align the organisation to the Strategy
- How to make Strategy Everyone's Everyday Job
- How to make Strategy a Continual Process
- How to mobilise changes through Executive Leadership

### Who should attend

Strategic Planning Department, Department Heads and managers responsible for Strategic Planning Strategy Deployment, Implementation and measurement.

### Workshop Leader

- Bachelor degree with honours in Economics and Management Studies from University of London (United Kingdom).
  - Master degree in General & Strategic Management & Consultancy from Maastricht School of Management (Netherlands).
  - Post graduate Diploma in Financial Management and Higher Diploma in Hotel Management.
- Conducted Strategic Planning Executive Retreat, Strategy Deployment and Measurement using the Balanced Scorecard Framework for many companies.
  - Conducted EVA Workshop using Balanced Scorecard Framework to identify non-financial drivers of value.

### Enquiries

For any enquires please call Mr C.W Watson at 8429895 or fax to us at 8429840

### REGISTRATION FORM

Reserve via Fax: 8429840

04 February – 05 February 2002

11 March – 12 March 2002

11 April – 12 April 2002

**NOTE:** This programme is subject to changes under unforeseen circumstances by the organiser without prior notice.

Name (Dr/Mr/Mrs/Ms): \_\_\_\_\_ Designation \_\_\_\_\_

Company: \_\_\_\_\_ Nature of Business \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person (If different from above) \_\_\_\_\_ Tel No. \_\_\_\_\_ Fax No. \_\_\_\_\_

You may register via fax but registration is only confirmed upon receipt of payment. Mail your crossed cheque made payable to "Strategic Innovation Consulting Pte Ltd" and send cheque with registration form to