

## **Advanced Corporate Strategic Planning and Management 1 day Workshop**

12th December 2007, Karstens at CQ, 123 Queen St, Melbourne

**'Every year, organisations like yours lose hundreds of thousands of dollars through well intentioned but dysfunctional strategic planning efforts - this workshop will help ensure your organisation isn't one of them'**

### **Background to the Program**

The Australian Strategic Planning Institute was established in 2006 to provide advanced insight and techniques in strategic planning. Our stated Vision is "Contributing to organisational improvement through effective strategy and planning". This workshop aims to provide excellence in debate and implementation in the Strategic Planning field encompassing stages from Future Potentials, through to execution and on to impacts, results and accountability.

### **Foundational Beliefs:**

Strategic Planning is a process that presupposes a desired future outcome

Strategic Planning is a process that assumes actions will be undertaken

Strategic Planning is a process that connects the present to the future, whilst learning from the past

Strategic Planning is a process that offers clear direction, method and purpose to an organisation whilst remaining flexible and responsive

### **Workshop Core Challenges:**

This workshop has been developed to address the core challenges facing strategic planning today:

Most Strategic Planning efforts will fail to deliver value due to at least one of the following 3 reasons -

1. *Poor Inputs were used to construct the Strategic plan*
  - a. The thinking and factors that were included in creating the strategic plan did not encompass information that was readily available to the organisation. The result was a Strategic Plan that applied shallow thinking, narrow awareness and limited understanding of potential choices
2. *The Strategic Plan was not executed*
  - a. Despite a quality Strategic Plan being constructed, the organisation failed to execute its stated intentions
3. *The Strategic Plan was poorly executed*
  - a. Despite clearly stated intentions, the quality of construction or the quality of execution did not match that which would have enabled the organisation to achieve its aims

### **Program**

This one day program will consider the major areas for Advanced Strategic Planning

- **Creating Awareness & Exploring Possible Plausibles:** environmental scanning & the 3 types of Business Intelligence; lowering risk profiles; using advanced strategy tools to be better informed
- **Establishing Strategic Planning Frameworks that work:** how to gather information from across your organisation; managing the process; ensuring effective strategic planning policies and procedures
- **Creating Decisions that are truly Strategic:** The role of the vision statement, cross linking the possible plausibles with the SWOR analysis, reality checking the identified strategies, identifying the strategic actions required, structuring the strategic plan
- **Developing implementation that Works:** Structuring the strategic plan, Developing the strategic Board agenda, structuring Board and staff reports, developing the annual report as an accountability tool, succession planning issues, Performance management issues, creating a strategic culture, innovation linked to strategy, reviewing the strategic plan.

**For further details on the programme content, contact Marcus Barber tel: (03) 9445 0289**

### **Who should attend**

CEOs, senior executives, Directors and Strategy Managers with the potential for influencing strategic planning

### **Benefits**

- Improved understanding of the knowledge and practical skills essential to strategic planning
- Acquisition of the skills needed to take a pro-active stance towards strategic planning issues
- Techniques for embedding strategic planning into Board and staff activities
- An opportunity to build and develop networks with those responsible for developing or facilitating strategic planning within their organisation, and to compare experiences and approaches to issues.

## The Australian Strategic Planning Institute 2007

### Program Presenters

<p><b><i>Marcus Barber</i></b>  <b>Experience</b>                  Marcus is a Strategic Futurist and one of Australia's top Value Systems specialists. His skills have been utilised by the likes of Telstra, Victoria Police, Swinburne University, Deakin University, CPA Australia, Gold Coast Water, Fosters Australia, South East Networks and DEST among many others.</p> <p>He is the facilitator of the strategic futures block at the Centre for Defence and Strategic Studies in Canberra, the premiere management training program for the Department of Defence that brings military personnel from around the globe to a year long residential strategy training program.</p> <p>Marcus was the co-presenter on the National Geographic Channel's TV series 'Future Matters', has presented at numerous conferences in Australia and overseas; is author of 'The Money Tree and How to Grow One – Creating Success in Your Business' and the soon to be completed 'Killing Trends: the Graceful Art of Innovation'.</p>	<p>He is a regular contributor to Australia's leading Innovation magazine Fast Thinking.</p> <p>Marcus is the founder of the Australian Strategic Planning Institute and an advisory board member of the Australian Bill of Rights Initiative</p> <p><b>Qualifications</b>                  Master of Science, Strategic Foresight; Swinburne University                  Master Practitioner Neuro-Linguistic Programming (NLP), International NLP Training Association Level 1 &amp; Level 2 certification, Spiral Dynamics; National Values Centre USA                  Corporate Transformations Certification; National Values Centre USA                  Graduate Certificate in Teaching &amp; Learning; Napier University Scotland (via SUT)</p> <p><b>Professional Memberships</b>                  Professional Life Member of the World Futures Society Fellow, Australian Sales and Marketing Institute</p>
<p><b><i>Maree Conway</i></b>  <b>Experience</b>                  Maree Conway runs Thinking Futures, (<a href="http://www.thinkingfutures.net">http://www.thinkingfutures.net</a>) a practice that works with organisations to strengthen strategic thinking and planning capacity using futures approaches. Before starting her business in 2007, Maree had a successful career as a university manager and planner for more than 25 years, and is currently working with Victoria University on a project to refocus their strategic directions to take a long-term view to 2016 and to establish an environment scanning system for the university.</p> <p>Maree's expertise is focused around strategy development and implementation, including the development of meaningful strategic plans. She has facilitated futures and scenario planning</p>	<p>workshops with universities (Swinburne and Victoria Universities), professional associations (ATEM, AAIR, VATL) government departments (DEST and Centrelink) and business organisations (Gold Coast Water).</p> <p>Maree is a regular presenter on futures topics at conferences in Australia and internationally, and coordinates the Education Foresight Network and the AustralAsian Futurists Group at Shaping Tomorrow (<a href="http://shapingtomorrowmain.ning.com">http://shapingtomorrowmain.ning.com</a>).</p> <p><b>Qualifications</b>                  Maree holds a Bachelor of Arts (Griffith), a Masters of Educational Administration (Honours) (UNE), and a Graduate Diploma in Strategic Foresight (Swinburne).</p>
<p><b><i>Steven Bowman</i></b>  <b>Experience</b>                  Steve is one of Australia's leading Governance and Senior Executive Team specialists, having previously held positions as National Executive Director of the Australasian Institute of Banking and Finance, Australian Society of Corporate Treasurers, General Manager of ExpoHire (Australia) Pty Ltd, Assistant Director of CPA Australia and Director of the American College of Health Care Administrators, He is a past President of the Australian Society of Association Executives, and has held numerous other Board positions.</p> <p>He has consulted to a wide range of commercial, professional, philanthropic and charitable organisations, and has authored or co-authored over 14 books on Governance and Executive Leadership. He was the founder and Associate Program Director of the Certificate</p>	<p>He currently works with over 1,000 organisations each year in Australia, New Zealand and Asia in Governance, Executive Leadership and Consciousness at work</p> <p><b>Qualifications</b>                  Bachelor of Applied Science (Speech Pathology) La Trobe Uni. Melbourne                  Graduate Diploma of Communication Disorders La Trobe Uni. Melbourne                  Master of Arts (Speech Pathology) George Washington Uni Washington DC                  Master of Association Management George Washington Uni Washington DC                  Certificate in Association Management Mt Eliza Business School                  Advanced Certificate in Association Management Mt Eliza Business School</p> <p><b>Professional Memberships</b></p>

## The Australian Strategic Planning Institute 2007

and Advanced Certificate in Association Management at Monash Mt Eliza Business School for 11 years.	Fellow-Australian Institute of Company Directors Fellow- Corporate Law and Accountability Research Group Monash University
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### Comments from Past Participants

	"Excellent presentation and generous in giving knowledge"	"Excellent to have a speaker passionate about the topic"
"An outstanding presentation-the stunning case examples from the presenter's experience were excellent"	"Awesome-a wonderful presentation and skilful enjoyable presenters"	"Forceful ideas, very useful notes"
"The enthusiasm and wealth of knowledge was inspiring"	"...the most informative, practical, enjoyable training session on any topic I have attended"	

### Learning Applications

The program will utilise an array of techniques, including dynamic presentations, real life case studies, and small- and full-group discussions to fully engage the participant members in this workshop so that benefits are maximised through drawing on the knowledge and experience of each participant.

Each subject matter expert will provide insights into the specific tools and approaches that ought to be included in your Organisation's Strategic Planning process to enhance the desired outcome from your Organisation's Strategic Plan

In the facilitated panel format in the second half of the day, participants will be able to ask specific questions to the presenters regarding an area of concern or interest for their organisation. The Panel answers will

be targeted directly to your needs, providing you with the opportunity to gain customised insights that you can immediately apply within your organisation.

Participants are encouraged to 'come armed' with a critical question. Subject to time availability the Panel will attempt to cover all participants and address their specific organisational question.

#### *Expected Outcomes from Workshop*

1. An awareness of the four key elements required in an effective Strategic Planning process;
2. Clear understanding of the ways each element contributes to more effective Strategic Plans
3. An understanding of the next steps to improve your Organisation's Strategic Planning initiatives.

**Date:** Wednesday 12<sup>th</sup> December

**Venue:** Karsten's at CQ, 123 Queen Street, Melbourne 3000

Time: 8.45 am	Registration
9.00	Welcome and introduction
11.00	Morning Tea
12.30-1.30pm	Lunch at own expense. Restaurants and coffee shops abound.
3.30	Afternoon tea
5.00pm	Finish

### Participation Fee

\$395 for an individual or for two or more people from same organisation, \$350 per person

### Enquiries to Marcus Barber

**Tel:** (03) 9445 0289 by email at [answers@lufg.com.au](mailto:answers@lufg.com.au) or International: +613 9445 0289

*All information contained in this flyer is correct at the time of sending, but may be subject to change.*

### Bookings:

The Australian Strategic Planning Institute 2007  
**You can use this registration form or book via the website at**  
[www.australianstrategicplanninginstitute.com](http://www.australianstrategicplanninginstitute.com)

### Registration

Fax to (03) 9509 9529, email to [bowman@lifemastery.com.au](mailto:bowman@lifemastery.com.au) or mail to Advanced Corporate Strategic Planning and Management 1 day Workshop, 17 Gordon Grove, Malvern Vic 3144

Yes! Please register me for the Advanced Corporate Strategic Planning and Management 1 day Workshop

### Tax Invoice/Registration Details:

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Organisation: \_\_\_\_\_ Title: \_\_\_\_\_

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