



STRATEGIC THINKING AND PLANNING FOR CORPORATE ENTREPRENEURSHIP

ATCEN SM

Tel: +603-7726 2236 Fax: +603-7726 2623 Email: info@atcen.com Website: www.atcen.com

Date : 25th – 26th April 2018
Venue : Vistana Hotel, Kuala Lumpur

Workshop Description

All business operates in a competitive global environment. Any organization that understands the environment, foresees the trends and leads the change in the respective market will succeed, gain market share and be highly profitable.

To ensure success in the environment it is critical that a strategic plan be derived. Strategic planning is an organization's process of assessing the market environment, defining its direction and strategy, and ensuring all decisions on allocating its resources pursue this strategy. Furthermore the plan needs to allow for more effective strategic alignment and communication.

Using Balanced Scorecard as a tool for our strategic intent towards corporate and individual success. It provides a clear strategic map to all in the organizations as to an organization's direction in the area of: relationship management, internal processes, financial management and continuous improvement activities. As such its implementation is a weapon of significant strategic value.

Workshop Learning Outcomes

- Understand the importance of setting a specific corporate direction;
- Appreciate the need to understand the environment and forecast trends;
- Determine the various market forces affecting the organization currently;
- Determine the current strength of the organization;
- Utilize the various types of strategic model available;
- Understand the value of the Balanced Scorecard for strategic alignment;
- Identify indicators that measures the benefits to the customers, staff and shareholder;
- Derive the Balance Scorecard to drive performance measures organization wide;
- Create a focus on key performance areas.

Who Should Attend?

- Managerial Staff

Workshop Chronology

0830	Registration
0900	Workshop Start
1030 –1045	Morning Break
1300 –1400	Lunch
1530 –1545	Afternoon Break
1700	End of Workshop

Chronology applies for Day 1 and Day 2.

Training Methodology

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Facilitated & Marketed by:

ATCEN SM

This training is **PSMB claimable**
Subject to PSMB approval

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Module Outline

Module 1: The Organization Direction

- Importance of Setting the Organization Direction
- The Power of the Vision, Mission, Objectives, Goals and Strategy
- Corporate Direction Versus Change and Transformation

Module 2: The External and Internal Environment

- The Current Global Business Environment using PESTEL and/or 5 Forces
- The SWOT of Internal Environment
- The Competitive Edge of the Company- Brand Focus

Module 3: Deriving and Evaluating Strategies

- Expanding or Maintaining the Presence of the Company
- Determine the Strategic Options
- Calculating the various ROI for Decision Making

Module 4: Streamline the Strategies

- How the Balanced Scorecard Represents a Breakthrough in Looking at Measurement;
- The Difference between the Balanced Scorecard and Conventional Systems;
- Understanding the Four Perspectives -Financial, Customers, Internal Business Processes, and Learning & Growth

Module 5: Using the Balance Scorecard

- Using the Balanced Scorecard as a Communication Tool;
- Using the Balanced Scorecard to Trigger Problem-Solving Initiatives;
- Using the Balanced Scorecard for Continuous Improvement.

Program Facilitator

Jeremy Lee

Jeremy serves as CEO and Principal Consultant of ATCEN Sdn Bhd, and Group CFO for the ATCEN Group. ATCEN Group has business in Academic Education (PORTMAN College) and Corporate Training (ATCEN). He has been in the Corporate Training industry for over 16 years.

He is a Chartered Management Accountant (ACMA), Certified Accountant in Malaysia (MIA), Chartered Global Management Accountant (CGMA) and holds a MSc. in Engineering Business Management from Warwick University. He is currently pursuing his PhD in University Malaya. He is a Certified Personal Profiler and Human Job Analysis (Thomas International), Certified Trainer (PSMB) and Certified Master Trainer with Western Kentucky University. He is a Professional Speaker with the Malaysian Association of Professional Speakers (MAPS).

With more than 20 years of strategic and operational management experience, he has worked and been involved in numerous industries. He has conducted and facilitated thousands of individuals in the areas of Strategic Review, performance management, leadership skills, sales, negotiation skills, sales and service and communication skills. He has facilitated workshops in the region and is able to handle people from different backgrounds and management levels.

Over the years, Jeremy has been involved in numerous business. He has lead/ started and closed businesses was involved in mergers, acquisition, daily operations and disposals. He has held a variety of leadership and project management roles in various organizations prior to ATCEN. He was the Senior Consultant with the largest Business Process Outsourcing organization in Asia, Head of Knowledge and Learning Management Division of a listed company, Special Project Manager for a Resort Group, Operation Head in a Resort in UK, Project Team Leader in a Technology start up firm with and also an Internal and External Auditor. He has also operated a Restaurant previously, a recruitment organization and also oversaw the operations of a 30 year old Association.

Additionally, he has collaborated with Accenture on a multi-million-Ringggit e-commerce project in the loyalty program industry. There, he gained the prestigious MSC status for the organization, played a pivotal role in the areas of strategic and operational planning, organizational structure, organizational change and the management of the project. He was also the project manager for the first ISO 9002:1994 certification for a vacation ownership company, worldwide.

Some of the companies he has worked with includes Alliance Bank, AIA, AMEX, AmBank, Axiata, Bacfree, Bank Islam, Bank Rakyat, Bank of Tokyo, Bank of China, Bank Negara, BD Agriculture BMW (M), BP, Celcom, Cerebos Asia Pacific, Comex Genesys, CNI, CIMB Bank, CMA-CGM, Danone Dumex, Dell, DHL Express, DHL IT, DiGi, e-Genting, EasyCall, EON, EPIC, ExxonMobil, Fibertex, Fuji Xerox, Great Eastern, EPIC-I, General Electric, Etiqa, Hitachi, Heitech-Padu, Hong Leong Bank, HP, IBM, IJM Properties, IOI Corp, Iraq South Oil, Inti University, KWSP, KWAP, Kenanga Investment Bank, Kings Confectionery, LaFarge Cement, Maybank, Mayban Assurance, MAA, MBF Cards, Merck, Mesiniaga, MLRe, MSIG, MYOB, Nike, Nokia, OCBC Bank, Petronas, Perodua, Philips, Proton, Polyplastic, PSDC, RHB Insurance, RHB Bank, Sapura Crest, Scomi, Siemens, Shell Trading, Shell SITI, SME Bank, SMECorp, SP Setia, SRG, Standard Chartered Bank, Spices and Seasoning, Sony Malaysia, Sony (PG), STAR Publications, Stemlife, Sunway Hospital, SWIFT, Taylors University, Telekom Malaysia, Telekom Sales and Service, TIME, TMTouch, TM Net, Tenaga Nasional Berhad, Tokio Marine, Toyota Autobody, TNT Express, UMW Toyota, UOB Bank, UMobile, Vsource, ZTE etc.

CLIENTELE

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
Affin Bank Berhad
Aims Data Centre Sdn Bhd
Airfoil Services Sdn Bhd
Ajinomoto (M) Bhd
Alcan Packaging Malaysia
Alcatel-Lucent Malaysia Sdn Bhd
Alliance Banking Group
Allianz Life Insurance Malaysia Berhad
ALSTOM Asia Pacific Sdn Bhd
Amanah Raya Berhad
AmBank (Malaysia) Berhad
AmG Insurance Bhd
AmLife Insurance Berhad
Amway (M) Sdn Bhd
Arachem Tech Training Centre
Autoliv Hirotako SRS Sdn Bhd
Automobiles Peugeot
AXA Affin General Insurance Bhd
Axon Solutions Sdn Bhd
Bank Islam Malaysia Bhd
Bank Muamalat
Bank Negara Malaysia
Bank Rakyat
Beaifour Ipsen International
BlueScope Steel (M) Sdn Bhd
BMW Malaysia Sdn Bhd
Boustead Petroleum Marketing Sdn Bhd
Business Information Technology
Byte Craft Sdn Bhd
Canon Marketing (M) Sdn Bhd
Celcom (M) Sdn Bhd
Central Forwarding Agency Sdn Bhd
Century Total Logistics Sdn Bhd
Chemopharm Sdn Bhd
CIMB Bank Berhad
CL Computers (M) Sdn Bhd
CMCM Perniagaan Sdn Bhd
CNI Enterprise (M) Sdn Bhd
Colgate-Palmolive (M) Sdn Bhd
Computer Systems Advisers (M) Berhad
Credit Guarantee Corporation (M) Bhd
CSC Malaysia
D G Kom Sdn Bhd
Dagang Net Technologies Sdn Bhd
Datacom South East Asia (M) Sdn Bhd
Datacraft Advanced Network Services Sdn Bhd
Dell Global Business Center Sdn Bhd
DHL Express (Malaysia) Sdn Bhd
Dialog Telekom Limited
Diethelm (M) Sdn Bhd
DiGi Telecommunications Sdn Bhd
Dumex (M) Sdn Bhd
East of Suez Holdings Sdn Bhd
ECM Libra Investment Bank Berhad
ECS Pericom Sdn Bhd
Edaran Tan Chong Motor Sdn Bhd
e-Genting Sdn Bhd
Entellium Technologies Sdn Bhd
EON Bank Berhad
EPF Social Security Training Institute (ESSET)
EPIC-I Sdn Bhd
EPS Computer Systems Sdn Bhd
Ericsson Malaysia
Etiqa Insurance Bhd
Etiqa Takaful Bhd
Euratech (Malaysia) Sdn Bhd
Formis Software Dynamics Sdn Bhd
Fresenius Medical Care Malaysia Sdn Bhd
Frontline Technologies Malaysia Sdn Bhd
FSBM Mantissa (M) Sdn Bhd
Fuji Xerox Asia Pacific Pte. Ltd
Fujitsu (Malaysia) Sdn Bhd
Gagasan Carriers Sdn Bhd
Gapurna Technologies Sdn Bhd
Genting Information Knowledge Enterprise Sdn Bhd
Global Transit Communications Sdn Bhd
Group Associated (C&L) Sdn Bhd
Grundfos Pumps Sdn Bhd
Gucci (Malaysia) Sdn Bhd
Guinness Anchor Berhad
HeiTech Padu Bhd
Hewlett-Packard Sales (M) Sdn Bhd
Hilton Petaling Jaya
Honda Malaysia Sdn Bhd
ICI Paints (Malaysia) Sdn Bhd
IITC Global Technology Sdn Bhd
IMU Education Sdn Bhd
InfoConnect Sdn Bhd
ING Insurance Bhd
interTouch (Malaysia) Sdn Bhd
iPerintis Sdn Bhd
Islamic Banking and Finance Institute Malaysia Sdn Bhd
ISS Consulting (M) Sdn Bhd
IT-365 Malaysia Sdn Bhd
ITApps Sdn Bhd
Jabatan Pengangkutan Jalan
Jabatan Pentadbiran Latihan
Jebesen & Jessen Communication Solutions (M) Sdn Bhd
Johnson Controls (M) Sdn Bhd
Kannal Solutions Sdn Bhd
Keretapi Tanah Melayu Berhad
Kolej Yayasan UEM
Kualiti Alam Sdn Bhd
Kurnia Insurance (M) Bhd
Lafarge Cement Sdn Bhd
Majlis Amanah Rakyat (MARA)
Malayan Banking Berhad
Malayan Cement Industries Sdn Bhd
Malaysia National Insurance Berhad
Malaysian Assurance Alliance Berhad
Maxfame Technologies Sdn Bhd
Mayban Fortis Holdings Berhad
Mayban General Assurance Berhad
MBF Cards (M) Sdn Bhd
McKinnon & Clarke Sdn Bhd
MEASAT Satellite Systems Sdn Bhd
Media Prima Berhad
MEPS (1997) Sdn Bhd
Mesiniaga Bhd
Mexter MSC Sdn Bhd
Mid Valley City Sdn Bhd
MISC Berhad
Mitsui-Soko (M) Sdn Bhd
MnEBay (M) Sdn Bhd
MNRB Holdings Berhad
Modipalm Engineering Sdn Bhd
MOHR
Malaysian Life Reinsurance Group Bhd
Multimedia College
N2N Connect Berhad
NCH Corporation (M) Sdn Bhd
NEC Corporation of Malaysia Sdn Bhd
Netstar Advanced Systems Sdn Bhd
OCBC Bank (M) Bhd
OMD (M) Sdn Bhd
Optimal Chemicals (M) Sdn Bhd
Oracle Corporation (M) Sdn Bhd
P&O Global Technologies Sdn Bhd
PanGlobal Insurance Berhad
Paradigm Systems Berhad
Pembangunan Sumber Manusia Berhad
Perbadanan Bekalan Air Pulau Pinang
Pernecc Corporation Berhad
Pharmaniaga Logistics Sdn Bhd
Plus Expressways Berhad
Power Innovations Sdn Bhd
Premier Lubricants (M) Sdn Bhd
Prometric Technology Sdn Bhd
Proton Edar Sdn Bhd
Prudential Services Asia Sdn Bhd
Rangkaian Segar Sdn Bhd
REDtone Telecommunications Sdn Bhd
Rentwise Sdn Bhd
RHB Bank Berhad
Ricoh (Malaysia) Sdn Bhd
Rohas-Euco Industries Bhd
SAINS Sdn Bhd
Samsung Malaysia Electronics (M) Sdn Bhd
Sapura Research Sdn Bhd
Sarawak Information Systems Sdn Bhd
SCAN Associates Berhad
Scope International (M) Sdn Bhd
Shangri-La Hotels Marketing Sdn Bhd
Shell IT International Sdn Bhd
Shell Malaysia Trading Sdn Bhd
Signature Manufacturing Sdn Bhd
Skynet Worldwide (M) Sdn Bhd
SnT Global Services Sdn Bhd
Sony BMG Music Entertainment
Southern Bank Berhad
Standard Chartered Bank
Star Publications (Malaysia) Berhad
Sumiso (M) Sdn Bhd
Sun Media Corporation Sdn Bhd
Sunway Holdings Bhd
Sunway Pyramid Sdn Bhd
Suruhanjaya Syarikat Malaysia
Takaful Ikhlas Sdn Bhd
Taylor's College Sdn Bhd
Teknicast Sdn Bhd
Teknik Janakuasa Sdn Bhd
Teledirect Telecommerce Sdn Bhd
Telekom Sales & Services Sdn Bhd
Telekom Smart School Sdn Bhd
Telshine Sdn Bhd
Tenaga Nasional Berhad
The Media Shoppe Bhd
The Nielsen Company (Malaysia) Sdn Bhd
TIME dotCom Bhd
TM Asia Life (Malaysia) Berhad
Tokio Marine Insurans (M) Bhd
TT dotCom Sdn Bhd
Tycos Fire, Security & Services Sdn Bhd
UCB Pharma Asia Pacific Sdn Bhd
UEM Academy Sdn Bhd
United Overseas Bank (M) Berhad
University of Malaya
VADS Berhad
ViewPoint Research Corporation Sdn Bhd

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Kindly call **03-7728 2623** or
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