

Effective Strategic Planning with Business Model Generation

Objectives:

- Managers know the big picture on the running business unit.
- Managers understand all aspect on business functions across finance, operation, marketing, learning/growth and customer.
- Managers can align with other dept and creating internal value chain
- Managers can improve its department performance by executing project improvement plan

Day 1: Strategic level and Helicopter View

1. Results of research on: Why companies can be successful.
   - From 7s to BSC.
   - The latest research: 7 essentials of high growth companies (David G. Thomson)
- Results of research on: Why even successful companies could fail.
   - From Billion Dollar Lessons to
   - How the Mighty Fall (Jim Collins)

Trainer: Safrizal,SE,MM.

WAKTU PELAKSANAAN

17 - 18 Februari 2027

09:00 - 17:00 WIB

TEMPAT PELATIHAN

Location: Kuretakeso Hotel - Kemang / Best Western Premier - Cawang / The Aryaduta Hotel Semanggi

Harga

Group Price: Rp 5.350.000
Full Fare: Rp 5.950.000

**) Harga di atas tidak dikenakan PPN 11%, sudah termasuk makan siang, snack, sertifikat, dan modul.*

- Differentiate (Uniqueness) or Die
- 5Cs : Company - Customers- Competitors - Changes - Collaboration
- Achieving Vision and Mission through Strategy Map and Balanced Scorecard
- Business Model – Source of Revenues
- Strategies for riding a tidal wave of business 2011 + Cases

Day 2 : Turning Strategy into Execution

1. **Customer Centric for All Manager**
    - How customers think
    - Indonesian consumer behaviors
    - 3 segments
    - Strategy for each segment (Treacy Wieserma)
    - Understanding Marketing Metrics
2. **Internal Process / Operations Management for All Managers**
    - Process analysis / Process FlowChart
    - Measuring Process Performance
    - Improving Quality : DMAIC and ServQual
    - Supply Chain Strategy
3. **Leveraging Human Capital for All Managers**
    - Memotivasi manager non HR untuk turut memikirkan SDM
    - Internalizing Corporate Culture in each Business Unit
4. **Small Project Management in Business Unit for Continuous Improvement**
5. **Project Initiation**
    - Finding gaps : problem OR opportunity
    - Funneling and prioritizing
    - General Aims: Project Objective (what will be achieved by when)
    - Initial Risk(s)
    - Project Deliverables (what will be delivered by when)
    - Shareholder analysis
    - Success Criteria (what will meet or exceed the expectation of each stakeholder)
6. **Deliverable / Output:**
    - Strategy Map and Balanced Scorecard
    - Pemilihan Marketing Strategy
    - 1-page Strategic Planning (used in Astra and Triputra)
    - Motivating employees with NON-MONETARY approach
    - Small Project (Revenue Improvement OR Cost Reduction)

Workshop Leader :

Instruktur Pelatihan

Safrizal,SE,MM.

CONTACT US

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