


# Online Training : Becoming a Strategic Thinking Leader

*Online Training Becoming a Strategic Thinking Leader will learn about how to make strategy map and balanced Scorecard, how to choose marketing strategy1 and also 1 -page Strategic Planning ( used in Astra and Triputra )*

**Trainer: Daniel Saputro, MM., MBA.**

**WAKTU PELAKSANAAN**

04 - 05 Maret 2027

09:00 - 15:00 WIB

**TEMPAT PELATIHAN**

By Zoom

**Harga**

Group Price: Rp 3.700.000
Full Fare: Rp 4.050.000

**) Harga di atas tidak dikenakan PPN 11%, sudah termasuk E-Certificate dan Modul.*

**Description**

Description of Training Becoming a Strategic Thinking Leader

- Managers know the big picture on the running business unit. (Becoming a Strategic Thinking Leader)
- Managers understand all aspect on business functions across finance, operation, marketing, learning/growth and customer.(Becoming a Strategic Thinking Leader)
- Managers can align with other dept and creating internal value chain.(Becoming a Strategic Thinking Leader)
- Managers can trigger change in himself, department and organization.(Becoming a Strategic Thinking Leader)

**Goals of training**

- Strategy Map and Balanced Scorecard
- Pemilihan Marketing Strategy

- 1-page Strategic Planning ( used in Astra and Triputra )

**Outline Material**

Training Strategic Thinking Leader will discuss:

Day 1:
Strategic level and Helicopter View

09:00- 12:00

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)
    - From Billion Dollar Lessons to
    - How the Mighty Fall ( Jim Collins )

13:00 -15:00

2. Results of research on: Why even successful companies could fail.
    - Differentiate ( Uniqueness ) or Die
    - Analyzing External Environment : PESTEL
    - Industry Analysis 5 Forces
    - TOWS Analysis
    - 5Cs : Company – Customers- Competitors – Changes – CollaborationUnderstanding Vision and MissionBusiness Model – Source of Revenues

Day 2 :

09:00 -12:00

Turning Strategy into Execution

- Strategic Thinking
    - Definition of Strategy
    - Connecting Mission, Values, Strategy and Vision
    - Types of strategy
    - Generic Strategy
    - Value-based Strategy
    - Blue Ocean Strategy
    - Strategy Paradox
    - Strategy Map and Balanced Scorecard
    - Strategy and Communication
    - Customer Focus organization

- How customers think
    - Indonesian consumer behaviors
    - 3 segments

- Strategy for each segment ( Treacy Wieserma )
- Understanding Marketing Metrics

13:00-15:00

- Triggering Change
  - Managing change for your self
  - Managing change for your department using 5C and 3GManaging change for your organization using 8 steps
  - Risk Management

## Instruktur Pelatihan

### Daniel Saputro, MM., MBA.

Daniel Saputro dan tim BusinessBuddy Int memiliki pengalaman 25 tahun dalam perbaikan kinerja perusahaan. Kami aktif memberikan pembekalan maupun konsultasi terutama di bidang transformasi dan manajemen perubahan di 4 area yakni: Business Model (termasuk Balanced Scorecard dan Strategy Map) – People Development – Process – Culture Internalization, yang mengarah ke Auto Pilot System.

Nuqul Group (Yordania) dan Banpu (Thailand) adalah contoh perusahaan internasional yang telah menggunakan jasa konsultasinya. Di dalam negeri, Daniel menjadi konsultan bagi banyak perusahaan maupun institusi pemerintah. Di antaranya Jamsostek, Bea Cukai, Sekretariat DPR, Jasa Sarana BUMD Jabara, BioFarma Bandung, Kementerian Keuangan PUSINTEK, Pertamina, LPP BUMN di Jogja dan BTN.

Perusahaan swasta nasional sering menunjuk Daniel sebagai konsultan. Sebut saja Indocement, Triputra, Bosowa (Makasar), Tunas Ridean Group, MusimMas (Medan), Capella (Medan), CPSSoft, ILP, Darya Varia, KPUC (Samarinda), Medifarma, Prafa. Indospring (Surabaya) dan Acer (Jakarta) , Infomedia dan Sentul City. Beliau juga aktif memberikan pelatihan di Chevron, Astra, Commonwealth Bank, TOTAL EP, Holcim dan banyak lainnya

Di sisi lain, Daniel Saputro juga memiliki minat yang besar terhadap dunia pendidikan. Karena itu, kini, dia aktif menjadi fasilitator MiniMBA serta pengajar mata kuliah bisnis dan pemasaran di program S2. Daniel juga menggunakan tulisan sebagai sarana untuk membagikan ilmunya. Ia menjadi kontributor untuk Tabloid KONTAN, Swa, dan Jakarta Post.

Untuk Family Business, kami membantu suksesi dan transformasi menuju perusahaan yang lebih professional. Dengan cara membentuk Leadership yang profesional dan menggunakan KPI berbasis balanced Scorecard.

## CONTACT US


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