



A 2-day course on  
**FUNDAMENTALS OF  
ORGANIZATION STRATEGY**



3-4 July 2013  
HOLIDAY VILLA, SUBANG  
PETALING JAYA

### *Introduction*

Strategy is about the long-term direction of organisations. It raises the big questions such as how organisations grow, how they innovate and how they change with the business environment. As managers or aspiring managers, you will be involved in influencing, implementing and communicating strategies. This course aims to provide participants with a comprehensive understanding on the issues and techniques of strategy. The approach of this course is through four strategic lenses, that is, strategy as design (rational process), as experience (case studies), as new ideas and as communication. Teaching strategy from these different perspectives is what makes this course unique. It exposes managers to the many ways of approaching strategy. All can provide valuable insights and that managers work best if open to different perspectives on the same problem, thereby enlarging their set of possible strategic solutions.

### *Objectives*

- Familiarize with the vocabulary of strategy.
- Understand and analyze the strategic position and capability of the organization.
- Rational for developing strategic options and criteria for evaluation the robustness of strategy for long term sustainability.

"Essence packed and informative. An easy approach to understand, analyze and implement strategy. The evaluation process is insightful."  
*Director, Logistics company*

## *Course Outline & Schedule*

### **DAY 1**

#### **Module 1: Introducing Strategy**

- What is strategy?
- Strategic management
- Strategy as a job
- The strategic lenses

#### **Module 2: The Strategic Position**

- Organization's position in the environment
- Strategic capability
- Strategic purpose of organization
- Culture and strategy

#### **Module 3: Strategic Choices**

- Corporate level strategy
- Business level strategy
- Going international

Summary and Q & A for the day

### **DAY 2**

#### **Module 3: Strategic Choices (continue)**

- Innovation
- Strategy methods and evaluation

#### **Module 4: Strategy in Action**

- Strategy development process
- Organising for success
- Resourcing strategies
- Managing Strategic Change
- The practice of strategy

Summary and Q & A for the day

Course starts : 9.00 am

Course ends : 5.00 pm

Tea breaks : 10.30 am and 3.30 pm (15 mins each)

Lunch : 12.30 to 1.30 pm (1 hour)

## *Who Should Attend*

Senior management team, Managers and Department Heads. MBA and Business Administration students.

## *Methodology*

The course content will be delivered through lectures, discussions, case studies, and strategy activities. Laptop computers are required (please bring your own).

## Registration

### A 2 day Course on Fundamentals of Organization Strategy

3-4 July 2013

Holiday Villa, Subang, Petaling Jaya

#### Details of participant(s)

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_

#### Company contact person

Name \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Company's stamp

	Per Person	Group fee for 2 or more (need not be from the same company)
Regular fee	<b>RM 1000</b>	<b>RM 900 per person</b>
Early bird discount (per person)	<b>RM 900</b>	Send your payment 1 month in advance and save RM 100

#### To register:

1. Complete and scan this Registration page and email to: **admin@drkhloke.com**
2. Make GIRO transfer online of registration fee to **Maybank A/C No. 512277610559** (A/C name Dr KH Loke Consulting) and email receipt to the above email address or,
3. By cheque payable to **Dr KH Loke Consulting** and bank in cheque at **Maybank A/C No. 512277610559**. Scan and email payment slip to the above email address.
4. Receipt and invoice will be issued to the participants during the course.
5. Course fee includes training notes in powerpoint format, Certificates of Attendance, tea breaks and lunch.
6. For any enquiries or to arrange for an in-house training on this course, please contact:

Dr KH Loke Consulting

Email: khloke@drkhloke.com

pcyap@drkhloke.com

Tel: 019 3847805; 012 6560603

#### Booking conditions

1. Registration is confirmed upon receipt of the completed registration form and full payment.
2. If you are unable to attend, you may postpone to attend at another date or another program of similar fee. Alternatively, a substitute participant is allowed at no extra charge. Please provide the name and relevant information of the substitute participant. Please write in to inform 14 days before the program. Otherwise the fee will be forfeited.
3. The organiser reserves the right to make any amendments and/or changes to the program, venue, speaker replacement and/or topics if warranted by circumstances beyond its control.

Number of participants limited to 20 only  
to ensure effectiveness of learning.  
Hurry, register now!

## *About the Trainer*

### **IR DR LOKE KEAN HOOI**

PhD, MBA (Distinction), B.Eng. (1<sup>st</sup> Class Hons.),  
MIEM, P.Eng., Asean Eng., APEC Eng., IntPE



An engineer by profession, Dr Loke graduated Doctor of Philosophy (PhD) and Bachelor of Engineering, with First Class Honours, from the University of Strathclyde, United Kingdom. Later in his career, he thirst for business acumen led him to profess Master of Business Administration (MBA) with Distinction and Top Student of the Year, also from the University of Strathclyde.

Dr Loke is Director of his own consulting firm, Dr KH Loke Consulting, a professional development and training provider company focusing on cutting edge programs on human resource development, business strategy and management, and specialised engineering.

He has over 21 years corporate experience with regional and worldwide responsibilities, having held senior management positions in MNCs in manufacturing. During his career, he was widely consulted for his expertise in engineering, business management (formulating strategies, marketing, project management, quality and operations improvement, R&D) and human resource development.

Dr Loke has been involved in teaching, training and providing presentations in classroom, conference and public speaking contexts throughout his 21 years working career. His speaking engagements include government departments, developers, consultants, contractors, universities, NGOs, conference participants and training providers both locally and internationally.

Today, Dr Loke is a very much sought-after speaker due to his business and engineering experience, knowledge and oratory ability that he gained in his working career. Thus, his teaching approach is practical, energetic drawing from his wealth of corporate management and training experience spanning two decades.

Dr Loke has authored and co-authored more than 50 papers in national and international publications. He is a certified trainer and a lecturer at the University of Strathclyde UK, for its MBA program on Strategy.

Presently, he is consultant for several multi-national companies in Malaysia for their human resource development and design consultant for geosynthetics engineering.