



# The COMPASS

A STRATEGIC MANAGEMENT TOOLKIT

VIRTUAL  
TRAINING

9 HOURS

 **businesss**  
L&D SOLUTIONS





## PROGRAM OVERVIEW



9 HOURS

Strategic management is a process of making and implementing strategic decisions concerning how to continuously improve organizational performance and impact in an ever-changing environment. A coherent strategy provides an organization with clear direction as a basis for important ongoing decision-making concerning the use of available resources.

Strategic planning helps an organization to formulate its strategy for how best to achieve its aims and the steps necessary to get there. Hence, modern businesses are exposed to and operate within a prevailing business environment, both external as well as within the Industry/corporate structure. Strategic management prepares you to evaluate both external and micro-level challenges, and to deal with these challenges on a long-term basis.


Exploring the different elements of the Strategic Management Process; performing environmental scanning, defining competitive advantages, formulating strategies, and defining the necessary changes for strategy implementation is a key factor for successful leadership.


This workshop focuses on the strategic management and its importance to the success of an organization. It provides you with core knowledge, practical skills and tools to encourage strategic management and to prepare you to undertake strategic planning in your organization. Emphasis is placed on "action learning" and the course features presentations, structured learning experiences, facilitated discussions, individual and group activities.

# MODULE 1 AGENDA

 **3 HOURS**



	TOPIC	TOOL	OBJECTIVE
15 min.	Energizer – Opener Activity		Introduction, and facilitating the concept
15 min.	Program Objectives		Ensure program objectives
15 min.	The “Marooned” game the essential tools		Ice breaker to be linked with the rest of the program
20 min.	The Perfect Compass Concept / Video Seven Strengths of Drawing a Strategy		Creating the Concept/Idea Activity
15 min.	Strategic Management definition		To unify the definition
30 min.	Strategic Management Framework game		Enthusiasm / Fun Comprehending the framework
10 min	Consolidation		Consolidate the previous slide, and create a mindset
30 min.	Strategic Mag. Self-assessment		Participants assess their strategic management capabilities
30 min	Major Components Pyramid		Consolidate the previous slide, and ask questions comprehend the pyramid


 Breakout Rooms

 Video

 Case study


 PPT

 White Board

 Group Discussion

 Chat

 Activity Sheet

 Assessment

 Digital Activity





## MODULE 1

### LEARNING OUTCOMES














- Mastering the Strategic Management Model.
- Defining Strategic Management.
- Getting to know the Major Components of the Strategic Planning Pyramid.



# MODULE 2 AGENDA


 **3 HOURS**



	TOPIC	TOOL	OBJECTIVE
20 min.	Environmental Ecology facilitation, and researching		To allow hands on for the participants
30 min.	VISION / MISSION, traffic jam activity	 	For participants to realize the importance and effect of having a proper vision and mission.
30 min.	SWOT Facilitation	  	Recognize the importance of SWOT Develop participants' skills in applying SWOT
20 min.	What is ESTEMPLE	  	Develop participants' skills in applying ESTEMPLE
20 min.	Porter's Five Forces	  	Applying Porter's Five Forces
60 min	Groups research the model	 	Participants to be comfortable to apply the environmental analysis


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## MODULE 2

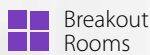
### LEARNING OUTCOMES

- Differentiate difference between The VISION / MISSION / OBJECTIVES.
- Discover the key foundations that every strategy should be built upon.
- Understand the Environmental Ecology.
- Practice the External analysis [ESTEMPLE].
- Practice the Internal analysis [SWOT / TOWS].
- Identifying Porter's Five Forces.

# MODULE 3 AGENDA

 **3 HOURS**

	TOPIC	TOOL	OBJECTIVE
30 min.	Blue Ocean Strategy / Video/ The book scene	  	Practice the tool
20 min.	Resource Capabilities/The book	  	Participants to ensure knowledge
35 min.	Strategic Growth Options Ansoff's Box	 	Introduce the matrix and apply it within the game
35 min.	Balanced Score Card Video Financial report activity	  	Monitoring the company's performance against strategic goals
60 min.	Strategic Management Board game	 	Wrap up the program through the board game



Breakout Rooms



Video



Case study



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Group Discussion



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Activity Sheet



Assessment



Digital Activity







## MODULE 3 LEARNING OUTCOMES

- Apply the strategic management tools.
- Identify the Competitive positioning.
- Understand the Resource Capabilities.
- Identify Strategic Growth Options.
- Manage Performance Strategically.
- Reinforce the Interpretation, Impact & Action plan.
- Develop your leadership strategic skills.
- Apply the strategy framework.
- Implement the variable strategic tools.





## TOOL KIT

Bbusiness will equip attendees with The Compass toolkit the involves:

- The Comic Book.
- The strategic planning self-assessment.
- Applicable tools for several situations the participant could possibly need.
- Various references that equip participants to grow their competency.



## ILLUSTRATED SCENES

This visual platform with its animated Comic Book Scenes simulates various situations that happen at work. Simulations provide the opportunity to analyse situations that participants encounter in the daily work to help discover causes of success and failure of such interactions – the thing that eventually impacts effectiveness of comprehending strategic management.











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