



# Advanced Strategic Organisational Management

Most Organisations are just one step away from being hugely successful.  
The biggest barrier that stops them is the quality of their Strategic Planning.

4 - 5 June 2013 | Pan Pacific Hotel, Manila

"There are at least 3 secrets that most people in the industry don't know about when it comes to Strategic Organizational Management. At the end of this event, you will know them."

- **Marcus Barber**, *Strategic Futurist, one of Australasia's top Value Systems specialists, co-presenter on the National Geographic Channel's TV series' Future Matters' and founder of The Australian Strategic Planning Institute*

## INDUSTRY OVERVIEW

The difference between Organisations that succeed and those that struggle comes down to just ONE factor: 'Strategic Organisational Management'.

Strategic Organisational Management is shaped by an Organisation's preparation, capabilities and adaptiveness to its operational environment. Strategic Planning that enables this outcome is dynamic, free flowing, alert and realistic. Planning must align your Organisation's Values to your Vision, the high end target goals the Organisation has set for itself. Planning must act as both an advanced alert function for senior management, as well as a progress tracking mechanism for the entire Organisation. Planning must be based on reality of what you are capable of doing.

**Advanced Strategic Operational Management is the skill set that breaks down the barriers to success.**

The days of strategic planning documents that gather dust are gone; the days of long drawn out planning sessions are gone; and the days of poor Organisational Accountability are gone. The Advanced Strategic Organisational Management approach has risen from the failures of Organisations that either don't plan at all, or plan poorly. It provides a process that will lift any organisation's strategic performance. It has the potential to transform YOUR Organisation.

For almost a decade, the TASPI Organisational Evolution model has exposed the weaknesses behind old style strategic planning methods; it has identified the THREE key areas where most Organisations struggle and it has reinvigorated many well established businesses and Organisations that were tired and lacking a dynamic approach to carving out their desired futures.

## WHY YOU CANNOT MISS THE EVENT

In just two days you will transform your outlook on what Strategic Planning is, and what needs to happen to give you an Advanced Strategic Operational Management mindset. You'll know specifically the three target areas you must address inside your Organisation to maximise your results. And you'll see what happens when you align your Organisation's planning approach using the Four Tiers of the Organisational Evolution model. This one event will help you shift your Organisation from 'reactive' to Adaptive; from 'busy' to Productive and from 'stuck' to Dynamic. Can you really afford to miss this?

## WHO SHOULD ATTEND

- Board Members
- Company Directors
- CEO's, CFO's and COO's
- Senior Operational Managers
- Risk Assessment Managers
- Strategic Planning Managers

## TESTIMONIALS

"Marcus's facilitation skills were probably some of the best I've seen to date. A combination of broad multi-disciplinary knowledge and high calibre interpersonal skills were evident in his ability to facilitate and contribute to the industry related discussion without imposing on the clientele."

**Ben Sheppard**, Strategic Management Coordinator at Gold Coast Water

"Through his teachings Marcus has left a legacy at Foster's. Over the past year we have learnt that looking for insights in the 'safe areas' provides less value than looking for 'signals' in the 'right' areas. This changed perspective has been largely due to the influence of Marcus."

**Steve Tighe**, Foresight Manager at Fosters Australia Foresight Group

"We created a branding message that is concise, clear and effective - years on we still get constant feedback that the branding message was a key reason people contacted us."

**Marc Selby**, Director at Selbys

"In the multi-company sessions that Marcus facilitated for us, he displayed the uncanny ability to challenge the very essence of the participants' thinking process and the potential (and often untapped) opportunities within their business, allowing them to leave with not only theory, but the ability to implement!"

**Sandra George**, CEO at South East Business Networks

## PRE COURSE QUESTIONNAIRE

In order to clarify your learning objectives and ensure you get the most out of this training, you will need to complete a Pre-Course Questionnaire stating your knowledge of the subject, level of experience and other relevant issues. The course leader will analyse your form to ensure that the course covers your needs accordingly.

## Register Now

T: +603 2781 1501

F: +603 2781 1505

E: johnk@trueventus.com

# DAY 1 & DAY 2

## Session One: Framing the Advanced Strategic Organisational Management mindset

- From Reactive to Adaptive
  - Creating an Organisational readiness for acting ahead of time
- Developing a Forward View
  - Critical tools to enhance your understanding of emerging issues in your sector
- Paying attention to the signals around you
  - Using the WHOLE organisation as a feedback mechanism – getting ahead of the change curve

## Session Two: The Evolution of Strategic Planning

- How Organisations get Planning Wrong
  - The single most common mistake that ensures a failure in Strategic Planning outcomes
- The common mistakes most organisations make
  - The three key habits that trap your Organisation And why overcoming them is probably more simple than you think

## Session Three: Identifying Your Current Organisational Challenges

- What issues are impeding your progress right now?
- What insights do you have for resolving them?

## Session Four: Introduction to the Organisational Evolution model The Strategic Phase

- The Organisation's Vision
  - Why the biggest asset your Organisation has, is its Vision
  - Where are you headed?
  - What Specific end outcomes are you trying to achieve?
  - Why Organisations without Visions are rudderless
- Strategic Issues
  - The Main Issues your Organisation faces
  - How to filter 'noise' from reality
  - Using Your Vision to identify the REAL Strategic Issues
  - Handing off your insights to your Operational team

## Session Five: Emerging Questions

- What questions have emerged overnight?

## Session Six: The Operational Phase

- Capability
  - What You need, What you Have, Where they are
  - Prioritising Strategic Issues
- Strategic Actions
  - How will you use what you have?
  - Why Operations knows more than you think
  - Why you should NEVER share a limited resource across Departments
  - Setting The first layer of strategic awareness
- The Plan
  - A record of your thinking
  - Collation of Your Intentions
  - Establishing the first level of Accountability

## Session Seven: The Execution Phase

- Do!
  - Why Good Intentions are not good enough
  - How to leverage your Accountability capability to ensure action gets taken
- Monitor
  - Paying attention to Progress
  - How Monitoring builds Accountability
  - Extending your Organisation's alertness and awareness of emerging change
- Accountability
  - How building Accountability ensures that your Organisation does what it says it will do
  - Why Accountability is a key part of Evolving and Improving
  - What to do when Accountability is lacking

## Session Eight: The Evolution Phase

- Action Learning
  - Learning from doing – building your Learning Capability using four key Organisational
  - Evolution steps
  - Learning on the go, Learning after the event
- Applied Thinking
  - Applying what you have learned to enhance your future approach
  - Why Thinking happens each day and how to apply it instantly

## Session Nine: Immediacy of Application

- Applying the model to your current needs
  - What insights have you discovered to apply to the issues identified on Day One?
- First steps back at the office
  - Where to begin; who to engage; what to focus on

### ABOUT YOUR COURSE LEADER



**Marcus Barber** is a Strategic Futurist and one of Australasia's top Value Systems specialists, for around 20 years has assisted clients in strategic thinking and innovation. He founded The Australian Strategic Planning Institute in 2006 and since that time has worked with over 400 organisations of all sizes and across industry sectors, guiding senior management teams to understand more effective ways to develop strategy.

The following clients have utilised Marcus for a variety of training, facilitation, presentation and key note speaking requirements - **ESPN, Telstra, Victoria Police, HomeGround Services, Newcrest Mining, Deakin University, City of Greater Dandenong, CPA Australia, Gold Coast Water, General Motors, Fosters Australia, Australian Sports Commission, FBI Futures Working Group, Ernst and Young, ABF Singapore, Central Highlands Water, DIIRD, Assure Programs, Gold Coast City Council; Community Sector Services, O.I.C COMSTECH Pakistan, AP Touring and Queensland Rail among many others.**

He is a Visiting Fellow delivering the strategic futures block at the Centre for Defence and Strategic Studies in Canberra, the première management training program for the Department of Defence. In the past few years he's spoken at the UNESCO 'Committing Universities to Sustainability' conference in Austria, 'World Futures Conference' in Vancouver and 'World Water Week' in Stockholm.

Marcus was co-presenter on the National Geographic Channel's TV series 'Future Matters', author of 'The Money Tree and How to Grow One Creating Success in Your Business' and has just finished 'Getting Your Future Right'. He is now finishing 'Killing Trends: the Graceful Art of Innovation' and also 'Recession Proof Marketing' (co authored with Tod O'Reilly) both due for release in coming months; was an advisory board member of the Australian Bill of Rights Initiative and is part of the Lifeboat Foundation's Futures advisory Board. He is currently on the Board of the Association of Professional Futurists. Marcus has been published in a number of Journals and has been a regular contributor to Australasia's leading innovation magazine 'Fast Thinking'.

### KEY BENEFITS OF ATTENDING

- **DISCOVER** why NO organisation is starting from scratch and how to 'bolt-on' what you need to your existing framework.
- **INCREASE** awareness of emerging changes in your industry sector and the day to day shifts.
- **GAIN** a process that increases levels of Organisational Accountability.
- **ALIGN** your Organisation's Capabilities to key Priorities and Vision.
- **EVOLVE** your Organisation to one with a high performance focus.
- **UNDERSTAND** why 'Operations' should NOT be responsible for 'Execution' of Advanced Strategic Planning.

### PROGRAMME SCHEDULE

0830	Registration and coffee
0900	Morning session begins
1030	Morning networking break
1300	Networking luncheon
1400	Afternoon session begins
1530	Afternoon networking break
1730	Course Concludes for the day



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by trueeventus

4 - 5 June 2013 | Pan Pacific Hotel, Manila - HR15

## COMPANY DETAILS

Name	Industry
Address	
Postcode	Country
Tel	Fax

## ATTENDEE DETAILS

1	Name	Job Title
	Tel	Email
2	Name	Job Title
	Tel	Email
3	Name	Job Title
	Tel	Email
4	Name	Job Title
	Tel	Email
5	Name	Job Title
	Tel	Email

## APPROVAL

**NB: Signatory must be authorised on behalf of contracting organisation.**

Name	Job Title
Email	
Tel	Fax
Authorising Signature	

## COURSE FEES

USD1595 per delegate

Manila  
 Documentation Package USD 495

All options inclusive of course papers, luncheon, refreshments and service charge.

## PAYMENT DETAILS

Payment is due in 5 working days. By Signing and returning this form, you are accepting our terms and conditions.

Please debit my:  VISA  MasterCard

Card Number

CVC/CVV2    *This three-digit CVC/CVV2 number is printed on the signature panel on the back of the card immediately after the card's account number.*

Card Issuing Bank:	Card Issuing Country:
Cardholders Name	Expiry Date / /
Cardholders Signature	Cardholder Email:

## REGISTER NOW

**John Karras**  
T: +603 2781 1501  
F: +603 2781 1505  
E: johnk@trueeventus.com

## IN HOUSE TRAINING

For further details and In House Training needs, please contact

**Aravind Menon**  
+603 2781 1500  
aravindm@trueeventus.com

## TERMS & CONDITIONS

- The course fee is inclusive of the event proceedings, materials, refreshment and lunch.
- Upon receipt of the complete registration form, invoice will be issued. Trueeventus request that all payments be made within 5 working days of the invoice being issued. Full payment must be received prior to the event. Only delegates that have made full payment will be admitted to event.
- Substitution & cancellations policy. Should the registered delegate is unable to attend, a substitute delegate is welcome at no extra charge. Written notifications of all substitutions is required 5 working days prior to the event. Trueeventus contracts carry 100% full liability upon receipt of registration. Non payment does not constitute cancellation. A 100% of cancellation fee will be charged under the terms outlined below: Due to limited event seats, Trueeventus agrees to reserve the seat for the client upon issuance of invoice. Upon signing of this contract, client agrees that in case of dispute or cancellation of this contract Trueeventus will not be able to mitigate its losses for any less than 50% of the total contract value. If a client does not attend the event without written notification at least 5 working days prior to the event date, he/she will deemed as no show. Trueeventus does not provide refunds for cancellations. When any cancellations are notified in writing to Trueeventus 5 working days prior to the event, a credit voucher will be issued for use in future Trueeventus events.
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