



Group Business Strategy Development

Training Workshop Brochure

20th November 2016
11th December 2016

Shangri-La Hotel, Dubai, UAE



GROUP BUSINESS STRATEGY DEVELOPMENT TRAINING WORKSHOP

Date, Timing:

20th November 2016
11th December 2016

10:00 – 17.30
(Registration from 09:30)

Venue:

Shangri-La Hotel,
Sheikh Zayed Road,
Dubai, UAE

Price:

\$890 USD / attendee
(special rate of \$590 USD /
attendee for registration
before 14th of November)

To register, contact:

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About MP

Management Partners is a leading management consulting firm advising private and public sector entities from North America, Europe and the Middle East.

Management Partners supports organizations along four key consulting services lines; Business Strategy, Business Transformation, IT Transformation and Market Research.

Overview

Our intensive one-day workshop on Business Strategy Development for Groups is designed to combine proven best practice methods and tools with insights and new ideas on strategic thinking and planning.

During the workshop the practical realities behind strategic decision-making within organizations with multiple business lines will be discussed.

We will also discuss and share experience on the required tools and templates to coordinate and monitor the strategy implementation. Methods and concepts during the workshop will be supplemented with practical examples and group discussions.

Workshop Outline

- Context of Group Strategy Development
- Group Strategy Development Best Practices and Examples
- Group Strategy Development Approach
 1. Group and business unit performance review and assessment
 2. Top-down strategy setting
 3. Bottom-up business plan development
 4. Group review and strategy finalization
 5. Strategy implementation

Who Should Attend

- Executives and senior managers within group holdings, family owned businesses and conglomerates, who seek to enhance the strategy development capabilities within their organization
- Managers seeking to broaden their knowledge and prepare for a strategy role within their organization
- Business managers and owners wishing to know more about strategic planning and management

What You Will Learn and Discuss

- What are the best practice methods for developing a Group Strategy
- How to develop a cohesive strategy for your organization by utilizing our advanced 5-phase strategic planning and management approach
- How to conduct a regular strategy review cycle and integrate strategic planning with the annual budget cycle within your organization
- How to apply the suggested tools and templates in your organization to ensure effective implementation of the group's strategic plan



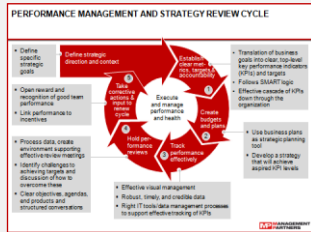
AGENDA

| Time | Topic |
|---------------|--|
| 9:30 – 10:00 | Registration |
| 10:00 – 10:45 | Introduction and Context of Group Strategy Development <ul style="list-style-type: none"> • Introduction to Group Strategy Development • Discussing the unique challenges faced by group holdings, family businesses and conglomerates • Understanding how strategic planning can align shareholders expectations, set common objectives, empower employees and create value |
| 10:45 – 11:30 | Group Strategy Development Best Practices <ul style="list-style-type: none"> • Overview of the different group strategy planning approaches and where they are best applied • Discussing group strategy planning case studies and examples • Introducing approach and governance of the 5-phase group strategy process |
| 11:30 – 12:00 | Coffee Break |
| 12:00 – 12:45 | Phase 1: Group and Business Unit Performance Review and Assessment <ul style="list-style-type: none"> • Benchmarking of group and business units performance and identifying performance gaps • Understanding market outlook and trends for relevant group and business unit segments |
| 12:45 – 13:30 | Phase 2: Top-Down Strategy Setting <ul style="list-style-type: none"> • Setting the group's vision, mission, objectives and strategic growth targets • Breaking down group growth target to business unit level targets |
| 13:30 – 14:15 | Lunch Break |
| 14:15 – 15:15 | Phase 3: Bottom-up Strategic Business Plan Development <ul style="list-style-type: none"> • Developing business plans at business unit and group level • Ensuring business planning capabilities and conducting quality assurance |
| 15:15 – 16:00 | Phase 4: Group Review and Strategy Finalization <ul style="list-style-type: none"> • Conducting group review and alignment of business unit plans with overall group strategy • Integrating strategic business planning with annual operations and investment budget cycles |
| 16:00 – 16:15 | Coffee Break |
| 16:15 – 17:15 | Phase 5: Strategy Implementation <ul style="list-style-type: none"> • Understanding the major strategy implementation challenges in organizations • Setting-up governance and organizational structure to ensure effective strategy implementation • Supporting and monitoring strategy implementation by applying best practice tools & techniques |
| 17:15 – 17:30 | Wrap-up |

EXAMPLE TOOLS & TEMPLATES TO BE DISCUSSED IN THE WORKSHOP

Group Strategy Development Governance and Processes

Strategy Development Processes

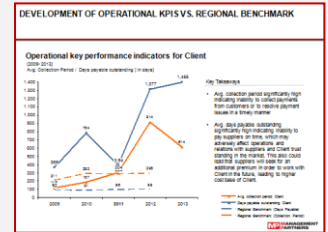


Performance Assessment and Benchmarking Templates

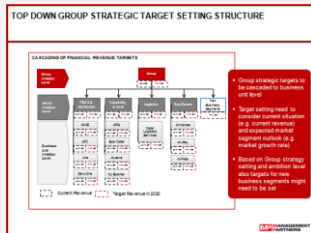
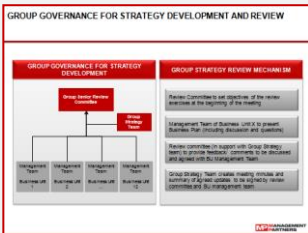
Benchmarking Templates

BENCHMARK OF FINANCIAL KPIs ON NATIONAL AND REGIONAL LEVEL

| Financial Ratio Analysis | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|--------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Return on Equity (ROE) | 15.2% | 16.1% | 17.3% | 18.5% | 19.8% | 21.1% | 22.4% | 23.7% | 25.0% | 26.3% | 27.6% | 28.9% | 30.2% | 31.5% | 32.8% | 34.1% |
| Operating Margin | 12.5% | 13.2% | 14.1% | 15.0% | 16.0% | 17.0% | 18.0% | 19.0% | 20.0% | 21.0% | 22.0% | 23.0% | 24.0% | 25.0% | 26.0% | 27.0% |
| Current Ratio | 1.2 | 1.3 | 1.4 | 1.5 | 1.6 | 1.7 | 1.8 | 1.9 | 2.0 | 2.1 | 2.2 | 2.3 | 2.4 | 2.5 | 2.6 | 2.7 |
| Debt to Equity Ratio | 0.8 | 0.7 | 0.6 | 0.5 | 0.4 | 0.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |



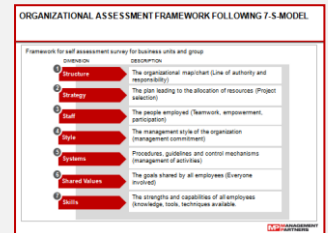
Governance Framework



Business Assessment Framework

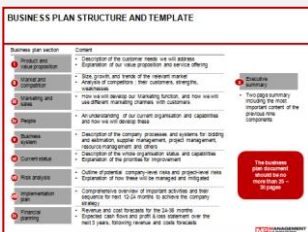
KEY DATA SOURCES TO CREATE BASELINE FOR BUSINESS ASSESSMENT

| Source | Description |
|------------------|---|
| Financials | Financial statements (Income Statement, Balance Sheet, Cash Flow Statement) |
| Operational Data | Operational performance metrics (Production, Sales, Customer Satisfaction) |
| Market Data | Market research, industry trends, competitor analysis |
| Human Resources | Employee surveys, organizational chart, talent management data |
| Technology | IT infrastructure, software licenses, digital marketing data |



Business Planning Tools & Templates

Business Plan Templates

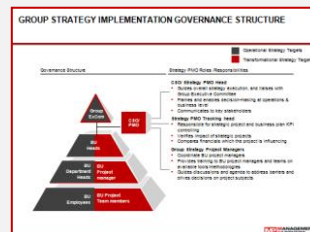


FINANCIAL MODEL AND FINANCIAL SCENARIO DEVELOPMENT

| Scenario | Revenue | Costs | Profit |
|-------------|---------|-------|--------|
| Base Case | 100 | 60 | 40 |
| Optimistic | 120 | 70 | 50 |
| Pessimistic | 80 | 50 | 30 |

Strategy Implementation Tools & Templates

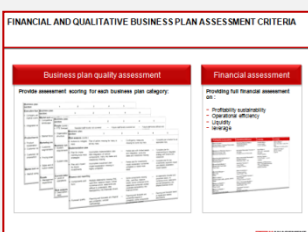
Strategy Implementation Governance



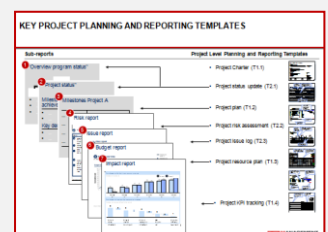
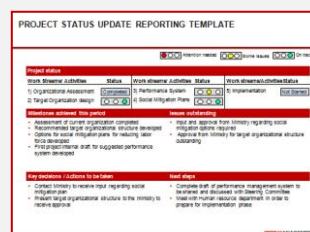
RACI MODEL FOR TRANSFORMATIONAL STRATEGY EXECUTION

| Task | Responsible | Accountable | Consulted | Informed |
|--------------------------|------------------------|------------------------|------------------------|------------------------|
| Strategic Vision | Board of Directors | Board of Directors | Senior Management Team | Senior Management Team |
| Strategic Analysis | Senior Management Team | Senior Management Team | Senior Management Team | Senior Management Team |
| Strategic Formulation | Senior Management Team | Senior Management Team | Senior Management Team | Senior Management Team |
| Strategic Implementation | Senior Management Team | Senior Management Team | Senior Management Team | Senior Management Team |

Business Plan Assessment Tools



Reporting Templates & Tools





TESTIMONIALS

“Engaging, credible expert who spoke our language. Extremely helpful within the context of our market”

– **Manager in a Project Management Company**

“Cutting-edge, insightful, enormously valuable information on how to design strategies in such a competitive market”

– **Manager in a Construction Company**

“Many thanks for the excellent content strategy course. I definitely feel confident offering customized service offerings to clients”

– **Product Manager in a State Owned Company**

“Thank you for an informative and inspired experience. I learned a lot and I will surely apply it to my job”

– **Strategy Department Manager**



Participants have rated our Workshops 4.5/5 on average



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