

## **Advanced Strategic Planning and Management 1 day intensive Workshop**

7th August 2008, Karstens at CQ, 123 Queen Street, Melbourne

**'Every year, organisations like yours lose hundreds of thousands of dollars through well intentioned but dysfunctional strategic planning efforts - this workshop will help ensure your organisation isn't one of them'**

### **Background to the Program**

The Australian Strategic Planning Institute was established in 2006 to provide advanced insight and techniques in strategic planning. Our stated Vision is "Contributing to organisational improvement through effective strategy and planning". This workshop aims to provide excellence in debate and implementation in the Strategic Planning field encompassing stages from Future Potentials, through to execution and on to impacts, results and accountability.

### **Foundational Beliefs:**

Strategic Planning is a process that presupposes a desired future outcome

Strategic Planning is a process that assumes actions will be undertaken

Strategic Planning is a process that connects the present to the future, whilst learning from the past

Strategic Planning is a process that offers clear direction, method and purpose to an organisation whilst remaining flexible and responsive

### **Workshop Core Challenges:**

This workshop has been developed to address the core challenges facing strategic planning today:

Most Strategic Planning efforts will fail to deliver value due to at least one of the following 3 reasons -

1. *Poor Inputs were used to construct the Strategic plan*
  - a. The thinking and factors that were included in creating the strategic plan did not encompass information that was readily available to the organisation. The result was a Strategic Plan that applied shallow thinking, narrow awareness and limited understanding of potential choices
2. *The Strategic Plan was not executed*
  - a. Despite a quality Strategic Plan being created the organisation failed to act on its stated intentions
3. *The Strategic Plan was poorly executed*
  - a. Despite clearly stated intentions, the quality of construction or the quality of execution did not match that which would have enabled the organisation to achieve its aims

### **Program**

This one day program will consider the major areas for Advanced Strategic Planning

- **Creating Awareness & Exploring Possible Plausibles:** environmental scanning; risk profiles; using advanced strategy tools to be better informed; testing assumptions and expectations
- **Establishing Strategic Planning Frameworks that work:** how to gather information from across your organisation; managing the process; ensuring effective strategic planning policies and procedures
- **Creating Decisions that are truly Strategic:** The role of the vision statement, cross linking the possible plausibles with the SWOR analysis, reality checking the identified strategies, identifying the strategic actions required, structuring the strategic plan
- **Developing implementation that Works:** Structuring the strategic plan, Developing the strategic Board agenda, structuring Board and staff reports, annual reports as accountability tools, succession planning; Performance management issues, creating a strategic culture, innovation linked to strategy, reviewing the strategic plan.

**For further details on the programme content, contact Marcus Barber tel: (03) 9445 0289**

### **Who should attend**

CEOs, senior executives, Directors and Strategy Managers with the potential for influencing strategic planning

### **Benefits**

- Improved understanding of the knowledge and practical skills essential to strategic planning
- Acquisition of the skills needed to take a pro-active stance towards strategic planning issues
- Techniques for embedding strategic planning into Board and staff activities
- An opportunity to build and develop networks with those responsible for developing or facilitating strategic planning within their organisation, and to compare experiences and approaches to issues.

## The Australian Strategic Planning Institute 2008

### Program Presenters

<p><b>Marcus Barber</b></p> <p><b>Experience</b>            Marcus is Australia's leading Strategic Futurist and one of Australia's top Value Systems specialists. His skills have been utilised by the likes of Telstra, Victoria Police, Swinburne University, Deakin University, CPA Australia, Gold Coast Water, Fosters Australia, South East Business Networks and DEST among many others.</p> <p>He is the facilitator of the strategic futures block at the Centre for Defence and Strategic Studies in Canberra, the premiere management training program for the Department of Defence that brings military personnel from around the globe to a year long residential strategy training program.</p> <p>Marcus was the co-presenter on the National Geographic Channel's TV series 'Future Matters', has presented at numerous conferences in Australia and overseas; is author of 'The Money Tree and How to Grow One – Creating Success in Your Business' and the soon to be completed 'Killing Trends: the Graceful Art of Innovation'.</p>	<p>He is a regular contributor to Australia's leading Innovation magazine Fast Thinking.</p> <p>Marcus is the founder of the Australian Strategic Planning Institute and an advisory board member of the Australian Bill of Rights Initiative</p> <p><b>Qualifications</b>            Master of Science, Strategic Foresight; Swinburne University            Master Practitioner Neuro-Linguistic Programming (NLP), International NLP Training Association Level 1 &amp; Level 2 certification, Spiral Dynamics; National Values Centre USA            Corporate Transformations Certification; National Values Centre USA            Graduate Certificate in Teaching &amp; Learning; Napier University Scotland (via SUT)</p> <p><b>Professional Memberships</b>            Professional Life Member of the World Futures Society Fellow, Australian Sales and Marketing Institute</p>
<p><b>Maree Conway</b></p> <p><b>Experience</b>            Maree Conway runs Thinking Futures, (<a href="http://www.thinkingfutures.net">http://www.thinkingfutures.net</a>) a practice that works with organisations to strengthen strategic thinking and planning capacity using futures approaches. Before starting her business in 2007, Maree had a successful career as a university manager and planner for more than 25 years, and is currently working with Victoria University on a project to refocus their strategic directions to take a long-term view to 2016 and to establish an environment scanning system for the university.</p> <p>Maree's expertise is focused around strategy development and implementation, including the development of meaningful strategic plans.</p> <p>She has facilitated futures and scenario planning workshops with universities (Swinburne and Victoria Universities), professional associations (ATEM, AAIR,</p>	<p>VATL) government departments (DEST and Centrelink) and business organisations (Gold Coast Water).</p> <p>Maree is a regular presenter on futures topics at conferences in Australia and internationally, and coordinates the Education Foresight Network and the AustralAsian Futurists Group at Shaping Tomorrow (<a href="http://shapingtomorrowmain.ning.com">http://shapingtomorrowmain.ning.com</a>).</p> <p><b>Qualifications</b>            Maree holds a Bachelor of Arts (Griffith), a Masters of Educational Administration (Honours) (UNE), and a Graduate Diploma in Strategic Foresight (Swinburne).</p> <p><b>Professional Memberships</b>            Professional Member, World Future Society            Member, World Futures Studies Federation            Member, Association of Professional Futurists</p>
<p><b>Steven Bowman</b></p> <p><b>Experience</b>            Steve is one of Australia's leading Governance and Senior Executive Team specialists, having previously held positions as National Executive Director of the Australasian Institute of Banking and Finance, Australian Society of Corporate Treasurers, General Manager of ExpoHire (Australia) Pty Ltd, Assistant Director of CPA Australia and Director of the American College of Health Care Administrators, He is a past President of the Australian Society of Association Executives, and has held numerous other Board positions.</p> <p>He has consulted to a wide range of commercial, professional, philanthropic and charitable organisations, and has authored or co-authored over 14 books on</p>	<p>He currently works with over 1,000 organisations each year in Australia, New Zealand and Asia in Governance, Executive Leadership and Consciousness at work</p> <p><b>Qualifications</b>            Bachelor of Applied Science (Speech Pathology) La Trobe Uni. Melbourne            Graduate Diploma of Communication Disorders La Trobe Uni. Melbourne            Master of Arts (Speech Pathology) George Washington Uni Washington DC            Master of Association Management George Washington Uni Washington DC            Certificate in Association Management Mt Eliza Business School            Advanced Certificate in Association Management Mt Eliza Business School</p>

## The Australian Strategic Planning Institute 2008

Governance and Executive Leadership. He was the founder and Associate Program Director of the Certificate and Advanced Certificate in Association Management at Monash Mt Eliza Business School for 11 years.	<b>Professional Memberships</b> Fellow-Australian Institute of Company Directors Fellow- Corporate Law and Accountability Research Group Monash University
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### Comments from Past Participants

“An outstanding presentation-the stunning case examples from the presenter’s experience were excellent”

“The enthusiasm and wealth of knowledge was inspiring”

"Excellent presentation and generous in giving knowledge"

“Awesome-a wonderful presentation and skilful enjoyable presenters”

“...the most informative, practical, enjoyable training session on any topic I have attended”

“Excellent to have a speaker passionate about the topic”

"Forceful ideas, very useful notes"

### Learning Applications

The program will utilise an array of techniques, including dynamic presentations, real life case studies, and small- and full-group discussions to fully engage the participant members in this workshop so that benefits are maximised through drawing on the knowledge and experience of each participant.

Each subject matter expert will provide insights into the specific tools and approaches that ought to be included in your Organisation’s Strategic Planning process to enhance the desired outcome from your Organisation’s Strategic Plan

In the facilitated panel format in the second half of the day, **participants are encouraged to ‘come armed’ with a critical question to put to the expert panel.** The Panel answers will be targeted directly to your needs, providing you with the opportunity to gain customised

insights that you can immediately apply within your organisation.

Subject to time availability the Panel will attempt to cover all participants and address their specific organisational question.

### *Expected Outcomes from Workshop*

1. An awareness of the four key elements required in an effective Strategic Planning process;
2. Clear understanding of the ways each element contributes to more effective Strategic Plans
3. An understanding of the next steps to improve your Organisation’s Strategic Planning initiatives.

**Date:** Thursday 7<sup>th</sup> August **Venue:** Karstens at CQ, 123 Queen Street, Melbourne

**Time:** 9am till 4.30pm

**Content:** Generating Strategic awareness and exploring emerging strategic issues  
Strategic planning frameworks and creating strategic decisions (Part 1)  
Strategic planning frameworks and creating strategic decisions (Part 2)  
Implementation and accountability  
Open Panel - exploring your specific organisational questions and issues

**Please Note:** Morning tea, Lunch and Afternoon tea will be provided to all participants

### Participation Fee

\$495 for an individual or for two or more people from same organisation, \$440 per person

**Enquiries to** Marcus Barber; **Tel:** (03) 9445 0289 by email at [answers@lufg.com.au](mailto:answers@lufg.com.au)

**Bookings:**

You can use this registration form or book via the website at  
[www.australianstrategicplanninginstitute.com](http://www.australianstrategicplanninginstitute.com)

**Registration**

Yes! Please register me for the Advanced Strategic Planning and  
Management 1 day intensive Workshop

**Tax Invoice/Registration Details:**

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Organisation: \_\_\_\_\_ Title: \_\_\_\_\_

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**Organisations that have attended previous Advanced Strategic Planning and Management  
1 day intensive Workshops**

Australian Independent Schools Victoria  
Anglicare North Coast  
Australian Self Medication Industry  
Australian Breastfeeding Association  
Australian General Practice Network  
Australian Macadamia Society  
Australian Sports Commission  
Brisbane North Institute of Tafe  
Central Queensland University  
Chiropractors' Association Australia  
Chiropractors Association of Australia NSW  
Collab Forge  
Community Connections  
CPA Australia Ltd  
East Gippsland Division of General Practice  
Fronditha Care  
Futureye  
Fyna Foods  
Gold Coast City Council  
Greening Australia  
HomeGround Services  
Hunter Urban Division of General Practice  
Institute of Public Works Engineering Australia Qld Division  
Kidney Health Australia  
Marriot Support Services  
Melbourne Girls Grammar  
Metropolitan MRC  
Monash Uni  
Nursery & Garden Industry Queensland  
Outdoor Recreation  
RANZCP  
Rotary Down Under  
Scouts Australia, Victorian Branch  
South East Development (Melbourne) ACC  
South West Local Learning and Employment Network  
Southern Cross Care NSW & ACT Inc  
State Trustees  
The Pharmacy Guild of Australia  
Townsville General Practice Network  
URCOT  
VicTec (370degrees Group)  
Wide Bay Institute of TAFE  
Workbridge