

2016

# ADAPTIVE STRATEGIES TO GAIN COMPETITIVE ADVANTAGE DURING TOUGH TIMES

Monday 14<sup>th</sup> November

The challenges facing business managers and entrepreneurs in their approach to strategic planning, strategic adaptation and decision making in complex and fast paced change environments. Managers today are all obsessed with VUCA, an ugly acronym encapsulating the notion that business faces more volatility, uncertainty, complexity, and ambiguity than ever before, requiring an entirely new kind of approach to strategy.



## BACKGROUND

The challenges facing business managers and entrepreneurs in their approach to strategic planning, strategic adaptation and decision making in complex and fast paced change environments. Managers today are all obsessed with VUCA, an ugly acronym encapsulating the notion that business faces more volatility, uncertainty, complexity, and ambiguity than ever before, requiring an entirely new kind of approach to strategy.

We can distinguish three important dimensions of turbulence and change: volatility in market positions, unpredictability of outcomes, and the widening gap in performance between winners and losers. Most industries have experienced instability on at least one of these dimensions, but some — such as technology-driven industries and commercial banking — have been affected on all three. The hardest-hit industries are those that have been disproportionately affected by globalization, deregulation, digitalization, connectivity, deconstruction, and the shift from products to services. We are not implying that classical strategy and strategic planning are no longer relevant. They still are. But they are providing increasingly limited in their ability to address these rapidly evolving trends, which have resulted in extremely fluid business systems.

We believe that companies can renew and sharpen their quest for sustainable competitive advantage by pursuing adaptive advantage. Organizations with adaptive advantage recognize the unpredictability of today's environment and the limits of deductive analysis.

## METHODOLOGY

This workshop is highly interactive and includes:

- Interactive presentations;
- Class and small group discussions;
- Studying examples of assurance statements; and
- Suitable case studies for study and discussion.

## WORKSHOP CONTENT

1. Theoretical Frameworks to Critique, Explore and Develop business strategy;
2. The Merging of Business Strategies;
3. The Nature of Strategy: Dimensions, Tensions and Decision Making;
4. Strategy Process: Strategic Thinking, Formation and Change;
5. The Rational Planning Model: Organisation Purpose, External and Internal Environments;
6. The Rational Planning Model: Business, Corporate and Global Level Strategy;
7. The Rational Planning Model: Strategic Choices, Implementation and Evaluation;
8. Strategy Context: Adapting or Shaping
9. Strategy Making in Complexity.

## TARGET AUDIENCE

- This integrated reporting workshop is for directors and general managers at a senior level who want to move beyond appreciating the business case for an integrated report to maximising competitive advantage through the strategy and integrated reporting process. It will also be of value to sustainability and integrated reporting practitioners, and users of sustainability and integrated reports, including investors, government, regulators, bankers and NGOs.
- It is particularly recommended for members of the Board, C-Level executives and senior management.
- Organisations that want to look into their strategies and want to enhance their capacity in managing their strategies.

## ADMINISTRATIVE DETAILS

DATE	:	Monday 14 <sup>th</sup> November 2016
DURATION	:	01 day(0900 – 1700)
VENUE	:	Hilton Petaling Jaya
FEE	:	RM1,484.00 per person (Fee is inclusive of 6% GST)
PAYMENT	:	Cheque is to be made payable to <a href="#">BURSATRA SDN. BHD.</a>

**8 CEP POINTS**

## **SPEAKER'S PROFILE**

### **DR. DAMIEN LIM YAT SENG**

Dr. Damien Lim, who has been Independent Non-Executive Director of EG Industries Bhd. since 2009, is a Chartered Accountant and a Certified Public Accountant, Masters in International Logistics Management, and a MBA in ICT. He is also an International Registered Certified Auditor (IRCA) for ISO, EN and HACCP standards and has planned and implemented ISO QMS and EMS systems from foundation, documentation to designing custom internal controls.

He has served as the management representative and is a certified lead auditor and is well versed in implementing and training ISO based EMS and QMS requirements as well as HACCP and OSHA for service, manufacturing, food and beverage, pharmaceutical, cosmetics and medical, biotechnology industries. He is also an accomplished and experienced forensics and fraud investigations consultant specializing in fraud and dispute settlements. He is a Certified Fraud Examiner and a member of the Association of Certified Fraud Examiners and is a certified forensics accountant and investigator.

As a Senior Accountant in a multinational company, Damien was responsible for the overall implementation of the company's new accounting system and MRP system and he has a MBA in ICT and is familiar with Business Intelligence Systems. He performed internal operational audits on all other departments and production areas and was responsible for the overall financial health of the company compliance, public relations, accounting and taxation matters.

Extensive experience in various diverse industries such as oil & gas, shipping, property development, retail & hypermarket, plantations & mills, investment holding, hospitality, casino, finance & leasing, heavy engineering & fabrication, food & beverage, mining, electronics, various manufacturing and recreational clubs through considerable involvement during the statutory auditing, due diligence and consulting process of these public listed, private or government linked organizations offers varied viewpoints of strategies that work, a unique perception on critical matters and an insight into many common misconceptions and thus mistakes that are made by management.

## REGISTRATION FORM

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0900 – 1700 hours

➤ Please tick respective date:

14<sup>th</sup> November 2016

➤ Details:

Name of Participant	:				
Designation	:				
NRIC / Passport #	:				
Name of Company	:				
Address of Company	:				
Contact Person & Designation	:				
Tel.#	:				
Fax #	:				
E-mail	:				

➤

TO REGISTER,  
PLEASE CALL 03-7958 8001 / 03-7958 8002 OR  
FAX REGISTRATION FORM TO: 03-7954 8001 OR  
E-MAIL TO: [sophiah@bursatra.com.my](mailto:sophiah@bursatra.com.my)

*Postponement / Cancellation within seven (07) working days prior to the event are subject to a cancellation / postponement fee of 20%. Full amount of the registration fee(s) is chargeable for non-attendance of the participant(s).*

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