



Riding The Waves Of Recovery While Maximizing Present Business

- Developing Dual Strategies: Maximizing Today's Performance & Achieving Tomorrow's Market Leadership

Asia is coming out of the global recession.

However, the economy remains precarious and turbulent.

What can I do as a CEO to prepare my organization for recovery while maximizing present business?

Today's dual challenge for CEOs & their top management teams:

Strategy is key in building organizational resilience and achieving both near-term profit making & long-term market leadership. It pays off handsomely for CEOs/Leadership Teams to re-examine and renew strategies to ride the waves of recovery. But, mitigating risks while riding the waves is just as important.

CEOs need to think strategically, act swiftly to protect earnings of their present operations. They also need to refocus their strategies and resources to opportunities with an eye towards the future growth.

Providing strategic leadership to transform the company strategically and make a timely response to the environment shifts is the single most important challenge for CEOs/Leadership Teams.

With this dual challenge in mind, Ansoff would like to invite you to this highly interactive and issue-driven workshop to tackle these demanding challenges.

Ansoff will facilitate this RoundTable discussion leveraging on our Strategic Management methodology for turbulent environment. The interactive methodology helps CEOs think deeper about dual strategies. It also harnesses the synergistic CEO exchange and transcends it into powerful dynamics where CEOs are energized with insights that help their businesses move forward.

CEO Leadership in the 3-stages



Strategic Planning

"Initiates & Drives Corporate Vision and Strategy"

Strategic Implementation

"Aligns, Mobilizes & Achieves Results"

Strategic Learning

"Inspires, Enables & Energizes Learning and Innovation"

Programme Agenda

Maximizing Present Business Strategies To Maximize Near-Term Profitability

Some key issues for discussions

- What are the implications and challenges in the turbulent environment?
- How do I focus on core business to maximize profitability?
- How do I allocate resources and energies?
- How do I effectively manage my upstream and downstream partners?
- How to strategically realign my price structure to maximize profit/cash flow?
- How to strategically realign my price structure to reflect the superior value?
- How to effectively offer the right range of product offering rather than over-providing, which incurs unnecessary high costs and does not add value?
- Is my organization sufficiently lean and effective?

Riding the Waves of Recovery Strategies To Enhance Value/Market Leadership

Some key issues for discussions

- Do I have dual strategies for today and tomorrow?
-A strategy to capture opportunities for emerging recovery.
-An on-going process to discover and exploit opportunities as part of the discovery journey.
- What are the new sources of competitive advantage?
- How do I leverage on strategic alliance to achieve speed and leveraged growth for today and tomorrow?
- Do I have a balanced portfolio strategy to achieve coherence and synergy for “Low Hanging Fruits” and “Blue Oceans”?
- My leadership role in developing and implementing dual strategies.
- My leadership role and challenges in building dual capabilities?

Developing Dual Strategies In Turbulent Times



Benefits

CEOs/Business Owners/Leadership Teams need to be prepared and thrive through the recovery. The road to recovery is characterized by a turbulent upswing and downswing.

Ansoff CEO RoundTable, which is an integral part of total service offered by Ansoff Asia, is exclusively tailored to enhance CEO's leadership and management effectiveness to win in today's marketplace.

These practical discussions help you manage and grow your business in turbulent times .

Benefits:-

- Gain strategic insights in developing dual strategies leveraging on Ansoff proven methodology and experience in helping companies develop and implement strategies in challenging times.
- Practical approaches in riding recovery while ensuring near-term profitability.
- Acquire tools to improve the quality of your strategic decisions.
- Gain deeper understanding of your expanded leadership role in maximizing profitability and exploiting opportunities for market leadership.
- Brainstorm and walk away with practical ideas from experts and peers from diverse industries to better explore strategic options in this complex business environment.
- Discuss on what it takes to achieve organization's strategic success in short and long-term?

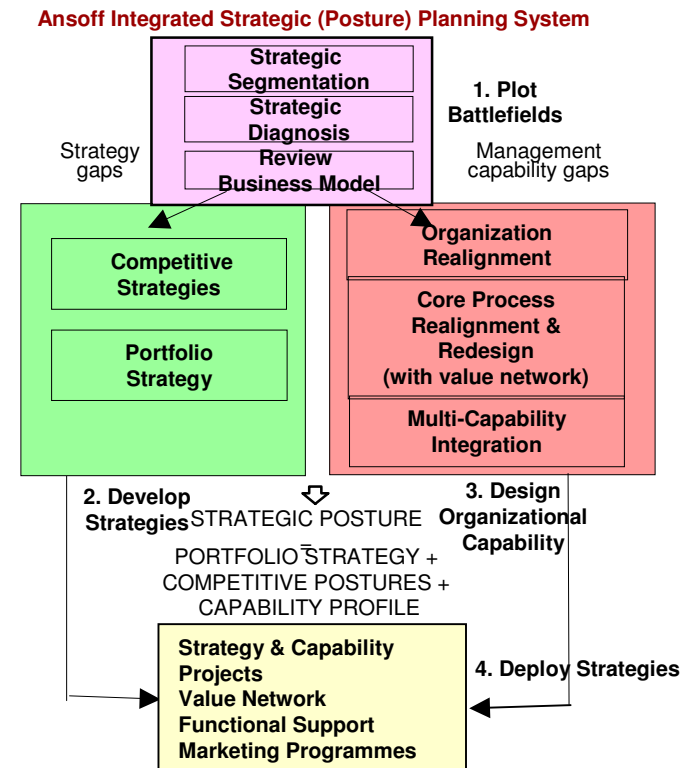
Structure

This workshop is highly interactive and issue driven to achieve maximum benefits and shared learning.

The programme will be delivered in the form of 'Round Table' to facilitate rigorous discussion. The workshop leader will facilitate an interactive exchange of ideas and rich deliberation on strategic management issues.

Participants will discuss on pressing business issues and translate them into corporate initiatives to ride on the recovery.

For optimum interaction and results, the ideal size is limited to 15.



Ansoff Methodology Components



Our Mission



“Ansoff Helps Companies Grow Profitably”

- Ansoff partners you to manage profitable and sustainable growth.
- Ansoff partners you to enhance your core business and improve bottom line.
- Ansoff partners you to refocus decisively to turnaround your business.
- Ansoff partners you to enhance your leadership.

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Ansoff Asia is a member of Ansoff International, a global strategic management consulting firm specializing in strategy formulation and implementation.

For the last 15 years, Ansoff Asia has been recognized as an “Invaluable Partner for Profitable Growth” for companies in this region. The partnership has helped many companies transform and achieve sustainable growth in the global environment.

Igor Ansoff, Pioneer and Father of Strategic Management

Ansoff Asia was founded by Igor Ansoff, recognized worldwide as the Pioneer and Father in Strategic Management. Igor was the first management guru to recognize the need for strategic planning for firms operating in the increasingly complex and turbulent environment. Known worldwide for his research in three specific areas: the concept of environmental turbulence, the contingent strategic success paradigm; and real-time strategic management, Igor was sought by corporations around the world for his management theories and had consulted with hundreds of MNCs including Philips, General Electric, Gulf, IBM, Sterling Europe, and KBB in the Netherlands.