

# *Strategy 360™*

## **Developing Strategic Thinkers Leadership Programme**



Management guru Dr Stephen R Covey: "Strategy 360 draws on Randall Bell's remarkable crisis management background to deliver an inspiring framework for strategic planning. He brings many new innovative concepts to the table!"

### **Overview:**

Strategy 360 is one of the most powerful strategic leadership training programme in the world, and its mission is to make you a better strategic thinker. Strategic thinkers have a clear, written plan for both their business and life – and they review, align and update it often. As such, they enjoy a distinct competitive edge over the conventional leader.

The 360 framework captures all the essential elements for leadership training development with innovative case studies coming from sports, nature, world cultures, tragedies and human triumphs on all seven continents– bringing the powerful Strategy 360 principles alive for your home as well as your office.

We facilitate success and show how to avoid costly mistakes. For example, we went so far as to film in a shark cage – while being circled by five white sharks – just to produce a case study about how human predators can destroy your life or business.

### **Objectives:**

In today's internet age, there is a continual onslaught of news, data, and facts and figures through the online social media. The advancement can be so overwhelming that entire industries can rise and fall in a moment. With this ongoing assault, people and organisations can become so mired in details that they lose sight of the overall vision and directions they should be rightfully heading in a turbulent global economy.

In the current ultra competitive climate, those without clear strategic thinking are prone to lower performance. People and organisations that are trained in strategic thinking leadership will always out-perform those who are not.

### **Learning Outcomes:**

The Strategy 360 framework captures in a nutshell all the essential factors to build a complete game plan for strategic thinkers. These principles open new windows of clarity and energy. The pinnacle of this training is you take home in one simple worksheet to rediscover the Purpose, People, Productivity and Progress of both your organisation and also your self to blend a seamless plan of actions for leaders. The ultimate goal is through accelerated learning to improve overall leadership performance for your staff.

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### Target Audience:

Designed for executives and managers who wish to develop key skills that are necessary to improving ones' strategic skills. This includes leadership, accountability, team work, sales, communication, time management, goal setting and marketing and overall using Strategy 360 simple to use but innovative frameworks.

### Delivery Methodology:

This is the most powerful and complete strategic leadership experiential training to date. Filmed with the author on all seven continents, Randall Bell shows you many of the world's toughest challenges and what they teach us about developing our own leadership thinking. The workbook includes the *Decision Making Matrix, Leadership Model, Focus Factor, Johari Window Model, Effort-Talent Model, Environmental Exercise, Risk-Reward Matrix, Supply-Demand Matrix, Cost-Benefit Matrix, Revenue-Cost Cutting, Decision Matrix, Meeting Agenda, Project Operations.*

This comprehensive accelerated training delivers a spectrum of concepts that every manager requires to succeed in today's competitive world.

### **Each participant will receive a kit:**

*A Strategy 360 plastic-protected strategic overview page, corresponding colour tabs, plastic page finder and a reminder portable pocket size reminder for leaders.*

### Contents of the Strategy 360 training programme:

Strategy 360 Framework for success is simply based on these four charters: **Purpose, People, Productivity and Progress.** Within each of these components are a total of ten key leadership principles. They are the building blocks of success in your management team.

Framework	Key Concepts	Instructional Objectives
<b>PURPOSE</b>	<b>Philosophical</b>	Get the Big Picture <ul style="list-style-type: none"> <li>• Evaluate "Business Culture"</li> <li>• Identify strong "emotional intelligence"</li> <li>• Develop an effective mission statement</li> </ul>
	<b>Intellectual</b>	Do the Homework <ul style="list-style-type: none"> <li>• Evaluate the concept of "teachability"</li> <li>• Identify effective learning gaps</li> <li>• Evaluate key learning strategies</li> </ul>
<b>PEOPLE</b>	<b>Sociological</b>	Think "team Sports" <ul style="list-style-type: none"> <li>• Identify the "components" of a job position</li> <li>• Evaluate leadership &amp; team building relationships</li> <li>• Define winning strategies for society</li> <li>• Identify &amp; develop barriers to the competition</li> </ul>
	<b>Influential</b>	Get the Word Out <ul style="list-style-type: none"> <li>• Identify the art of listening</li> <li>• Develop essential communication skills</li> </ul>

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			<ul style="list-style-type: none"> <li>• Apply skills to “keep in touch”</li> </ul>
<b>PRODUCTIVITY</b>	<b>Physical</b>	Keep in Shape	<ul style="list-style-type: none"> <li>• Evaluate the importance of physical health</li> <li>• Identify keys of effective attire and presentation</li> <li>• Evaluate the traits of great products and services</li> </ul>
	<b>Environmental</b>	Enjoy the View	<ul style="list-style-type: none"> <li>• Identify the elements of financial productivity</li> <li>• Develop effective cost cutting strategies</li> <li>• Develop key revenue generating strategies</li> </ul>
	<b>Financial</b>	Add Value	<ul style="list-style-type: none"> <li>• Identify the elements of financial productivity</li> <li>• Develop effective cost cutting strategies</li> <li>• Develop key revenue generating strategies</li> </ul>
<b>PROGRESS</b>	<b>Developmental</b>	Pick a target	<ul style="list-style-type: none"> <li>• Develop “break out” strategies</li> <li>• Identify highly effective development tools</li> <li>• Apply the skills of “brain storming, goal setting, decision making, mind mapping and negotiation.</li> </ul>
	<b>Operational</b>	Make it Happen	<ul style="list-style-type: none"> <li>• Identify the “major consumers” of time</li> <li>• Evaluate the five rules of time management</li> <li>• Focus on the keys to increasing efficiency</li> <li>• Evaluate strategies for the most effective meetings</li> </ul>
	<b>Consequential</b>	Build a Legacy	<ul style="list-style-type: none"> <li>• Evaluate performance</li> <li>• Identify ways to turn any result into a good result</li> <li>• Develop effective ways to document results</li> </ul>

### How can we offer you the innovative Strategy 360 - 2 days programme?

Institute of Strategy and Leadership from America has appointed Institute of Global Management as their sole exclusive distributor in Asia to market their training programmes and services from September 2010. We offer in house Strategy 360 training for 2 days by our IGM senior consultancy training team. Lead by Oliver Ho the Principal Consultant and supported by Dr Mohd. Kamal Khir and Mr KP Choong, the trio consultants’ combines a total of over 100 years of senior managerial enriched managerial experiences at multi national companies, NGOs and financial institutions.

We can also even tailor made Strategy 360 to suit your individual company’s objectives and fill in any gaps to make it even more productive and cost effective. The Strategy 360’s ten systematic steps are enablers for you to transform the leadership and propel to move forward at higher velocity as well as seamlessly to achieve if not exceed your current KPIs. Their revolutionary leadership model of left versus right line behaviours and management styles result in your staff embracing a new spectrum cutting edge strategic thought process with stunning breakthrough in their leadership paradigm!

**Please contact Susan Gan or Betsy Yip at 80240060 or fax us 80240086 or email [susan@igm.edu.my](mailto:susan@igm.edu.my) or [ohoigm@gmail.com](mailto:ohoigm@gmail.com) to let us have an opportunity to meet up and satisfy your leadership training needs now!**