

Become an expert in...

Strategic Business Planning & Balanced Scorecard

Certified by the American Academy of Financial Management (AAFM). Recognized in over 145 countries by 560 training providers, universities, colleges and business schools.

AAFM Training Center, Salhia Complex

Course Overview

This is a unique program designed for imparting training of concepts and practices in strategic management. It covers strategy formulation, articulation, planning and implementation. The program utilizes a variety of interactive learning techniques – with special focus on case studies and workshops – in a manner that enables the participants to fully comprehend the essentials of strategy – for business, government and non-profit organizations.

Course Objectives

The aim of the program is to provide the participants with skills that will transform their mind-set from that of a mere “Manager” to that of “Strategist”. The program will equip them with ready-to-use practical yet simple tools that the participants can apply to improve the corporate performance and market share by developing a sharp focus on competitive advantage.

Who should attend?

This highly practical program has been specifically designed for:

- Chief Executive Officers
- Chief Operations Officers
- Chief Financial Officers
- Chief Information Officers
- Directors
- General Managers
- Division Heads
- Business Unit Managers
- Strategy Managers
- Project Managers
- HR Managers.



“Highly informative and effective message delivery – an excellent experience.”

Noora Al Bahrani
Product Manager, IFC, UAE



Dear Professional,

AAFM's Strategic Business Planning & Balanced Scorecard is a unique program designed to cover strategy formulation, articulation, planning and implementation in a manner that enables the participants to fully comprehend the essentials of strategy for business, government and non-profit organizations.

This 5 days program is a proven formula for success that is guaranteed to transform you and your organization.

On completion of this five day training course you will collect your certification from the American Academy of Financial Management (AAFM), which is recognized in over 145 countries.

Join your industry peers at this cutting-edge event by simply faxing the registration form to +965 2246 2050 or email to enrollQ8@aafmgcc.com.

Your expert program director, Maher Mezher and I look forward to welcoming you to this highly informative event.

Yours Sincerely,

Geoffrey Bye

AAFM GCC Chapter President

P.S. You will receive a free membership to the AAFM professional body for up to 18 months..

Meet Your Program Director



Maher Mezher

Global Leadership Team

AAFM Beirut

Maher Mezher is an experienced financial practitioner and lead trainer AAFM's Chartered Financial Marketer™ program. He is currently Retail & Marketing Manager for Lebanon & Gulf Bank sal and has a strong operational and implementation background in marketing, sales, CRM and customer service management.

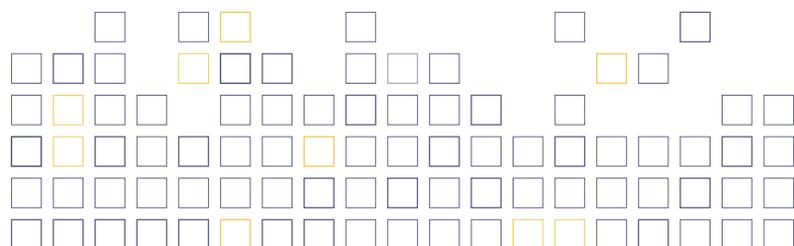
Maher holds a Masters in Marketing and Communication from the European School of Management, ESCP-EAP along with an MBA from Newport University, USA. In addition he has a Bachelor of Science in Finance from Saint Joseph University, Beirut.

Maher has trained many professionals in the Middle East in the areas of sales skills development, marketing, CRM as well as handling effective complaints, stress & time management and excellence in call centre management.

Maher speaks, reads and writes fluent Arabic, English and French and has basic fluency in Italian and Russian. Maher is also an accomplished recorder and piano player and a world-class opera tenor.

By attending this course, the added benefits you will receive include:

- The ability to use the designation Registered Business Analyst (RBA™) on your business card and resume
- Free AAFM membership is included with course fees for up to 18 months.
- Membership renewal is due on the 30th June or 31st of December. New members automatically receive 12 months membership plus any additional months leading up to the next renewal date.
- Access to the AAFM risk management network and body of information on-line
- Being taught by a leading finance expert from the American Academy
- Membership to the only professional body recognized by the AACSB, the world's leading collection of business schools
- Preferred access to education centres in USA, UK, Europe, Asia, Middle-East and Latin America
- Access to the AAFM international journal published on-line
- Gold Embossed RBA™ Certificate with your name and designation as a MAAF (Member of the American Academy of Financial Management)
- Full accreditation fees included in the course fees.



Strategic Business Planning & Balanced Scorecard

Program Outline

Course Timings:

Registration will be at 08:30 AM on Day One with the program commencing promptly at 09:00 AM each day. There will be two short breaks each day and the sessions will conclude at 03:00 PM.

Day One

Formulating Your Strategy

- Strategy...The Language of Leadership
- Mindset of a Strategist
- Competitive Advantage and Dynamics: Let the best man win
- Strategic Tools
- M.O.S.T. Tool-kit

Day Two

Strategic Planning

- Karate Strategy : How to beat your competitor
- Strategic Themes and Scenario Planning
- Recognizing the crucial difference between your Corporate Strategy and Business Strategy
- Critical importance of SBU (Strategic Business Unit)
- One For All and All For One – Buy-In, Awareness, Commitment and Ownership

Day Three

Strategy Implementation & Deployment: Preparation

- Linking “Planning” and “Implementation”
- Setting Strategic Goals, Objectives and Milestones
- Setting Strategic Initiatives
- Linking “Short Term Actions” and “Long Term Objectives”” Aligning “Strategy” to your “Budgeting Process
- Aligning your Organization Structure to Strategy: Should your “Structure Follow Strategy” or should your “Strategy Follow Structure”?
- Avoiding Head to Head conflict – Externally and Internally

Day Four

The Balanced Scorecard (TBS)

- The Conceptual framework: From “Performance Management” to “one Stop Management System for Strategy Implementation”
- Strategy Maps: How to Visualize Your Dreams
- Leading - vs -lagging Indicators – a revolutionary approach
- The Causation syndrome and how it can help you generate Top Profits
- 3 Templates: Proven Tools for Managerial Success
- Team Motivation: How HR can use TBS to better incentivise your compensation model

Day Five

Strategic Issues

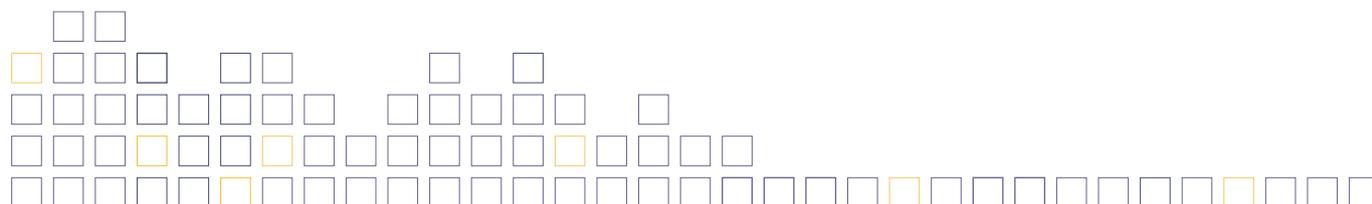
- Preparing your organization to meet the Strategic Challenges 2008 – 2012
- Introducing a “Learning” culture in your organization
- Making of a Corporate Thoroughbred: A 9 Points health check for your Strategy
- Building “Emotions” into your Scorecard: A tool for Retention and Motivation of your team
- Scorecard and Business Excellence Models
- Scorecard for Non-Profit Organizations

Review And Program Summary

- Topics to be covered in more depth - participants selection
- Review of material, secondary sources, research aids and related practical applications

Course Examination

Course assessment by participants



Registration Form

Three Easy Ways To Enrol

T +965 2246 2030 / +965 97688 433
F +965 2246 2050
E enrollQ8@aafmgcc.com

Course Dates

Strategic Business Planning & Balanced Scorecard
 29 Mar - 2 Apr 2009

Timing

From 9:00 AM to 3:00 PM

Venue

AAFM Training Center
 Salhia Complex
 Kuwait City

Program Fee

Regular fee KD550

Early Bird Discount

Register before or on 12 Mar and save KD50.

Individual & Corporate Schemes

Enjoy the benefits of our reward, royalty schemes and pricing strategies.

Payment Methods

Please pay by Cheque, Cash or Bank Transfer. KD100 un-refundable registration fees must be paid prior to programme commencement.

All cheques should be crossed and made in favour of AAIFM International for Training & Development.

The fee includes instruction, course material and detailed case studies. On successful completion of the course, the AAFM award free membership for a period of up to 18 months.

Registration Details

Title: First Name:

Last Name:

Company Name:

Job Title:

Department:

Address:

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Country:

Tel:

Fax:

Mobile:

Email:

For multiple registrations, please copy this page.

Yes! I would like to receive information about future events and services via email.

In the case of unforeseen circumstances, AAFM reserves the right to change venue and/or speakers.

Payment Options

- Cash
- Cheque – Payable to “AAIFM International for Training & Development”
- Bank Transfer – AAIFM International for Training & Development, Commercial Bank of Kuwait, Hawalli Branch, Account Number: 2001019276.

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a KD 100 registration fees will be retained.

Customised Solutions And On-Site Training

AAFM provides tailor-made, superior and highly cost-effective in-house training with professional certification awarded. Our certifications can be articulated to a full university qualification or simply be a highly focused, tailored curriculum delivered by the most experienced industry experts. With global recognition and a faculty of specialists who are industry practitioners, we teach the ‘how’ and ‘why’, not just the ‘what’. Call us now on +965 2246 2030 or email enrollQ8@aafmgcc.com

