

From Strategic Thinking to Result-Driven Execution

Friday, 8 March 2019

or

Friday, 27 September 2019

9:00 am - 5:00 pm



彼得·德魯克管理學院
Peter F. Drucker Academy
www.DruckerAcademy.com

FROM STRATEGIC THINKING TO RESULT-DRIVEN EXECUTION

ABOUT PETER F. DRUCKER

Peter F. Drucker was hailed as the “Father of Modern Management”, because he didn’t only introduce the concept of modern management, he was also the first one to turn “Management” into a discipline at university. Drucker was also a pioneering thinker, who predicted that computing technology would change both the world and business operation in 50s; On the other hand, he foresaw the rise of industrial Japan in 1961, and the fall of Japan’s Economy in the 80s. Drucker believed that a company could attain success only if it took social responsibility, as well as created values for clients, thus the profit would be produced as by-product after satisfying customers.

The Institute of Advanced Management Development of The Hong Kong Management Association works together with the Peter F. Drucker Academy to launch a series of programmes on Leadership and Motivation, Innovation and Entrepreneurship as well as Strategic Thinking.

INTRODUCTION

Based on Peter Drucker’s business theory, this module discusses the strategies that enable organizations to develop and grow in times of uncertainties and keen competitions. It also provides the executives with Drucker’s strategic methods that enable them to think from the customer’s point of view and long term perspective. Participants will master the ways to develop strategies for enterprises to face competitions more effectively.

OBJECTIVES

Set up effective strategies and achieve entrepreneurial vision and train managers in taking initiatives to create change and manage change.

DESIGNED FOR

- Senior Managers
- Managers
- Team Leaders

DATE & TIME

Friday, 8 March 2019

or

Friday, 27 September 2019

[Register Now](#)

9:00 am - 5:00 pm

FEE(Inclusive of tea/coffee breaks)

HKMA Member: HK\$2,500

Non-member: HK\$2,700

Group Discount: HK\$200 each

(For companies which send a total of two OR more participants to this course and enrol at the same time)

VENUE

The Hong Kong Management Association
1-6/F First Commercial Building
33-35 Leighton Road
Causeway Bay
HONG KONG



DEADLINE FOR REGISTRATION

1 week before course commencement

METHODOLOGY

- Experiential activities
- Scenario based exercises
- Interactive group discussions
- Briefing and sharing

LANGUAGE MEDIUM

Cantonese (supplemented with English materials)

CONTENTS

1	The Theory of the Business <ul style="list-style-type: none">• What is the business? (Traditional)• What will the business be? (Transitional)• What should the business be? (Transformational)
2	Result-Driven Execution <ul style="list-style-type: none">• Revisit corporate mission• Assessment of core competences• Market environmental scan for change• Innovation: The heart of strategic planning• Eight key objectives setting• Putting right people for right positions• Build effective habits for working• Compare results with preset objectives
3	Key Success Factors for Strategic Implementation <ul style="list-style-type: none">• Three strategic assumptions fit reality• Three strategic assumptions fit each other• Strategic planning throughout the whole organization• Testing strategic assumptions constantly

PROGRAMME LEADER

Mr Joey Wan (Chief Drucker Educator & Certified Corporate Coach)

Joey is the Chief Drucker Educator of the Peter F. Drucker Academy, and Certified Corporate Coach and Founder of Ecoach Limited. Currently, he also teaches in City University of Hong Kong. Joey's teaching is based on Drucker management philosophy and his successful first-hand experience in branding and distribution management.

He has served Prince of Peace Group (US based) as the General Manager (Asia Pacific) to overview branch offices' operations in Hong Kong, Macau, Kuala Lumpur, Beijing, Shanghai, and Guangzhou, after working in USA head office for years. Prince of Peace group distributed several world-class brands from the world including Tiger Balm, Ricola, Ferrero Rocher, Almond Roca, Jelly Belly, Loacker, Po Chai Pills, Yunnan Baiyao, and etc. Joey received his BSc (International Business) and MBA from San Francisco State University.



ENQUIRIES

For course details, please contact Ms Diana Li on 2774-8552; or visit the HKMA website: www.hkma.org.hk/seminar. For course enquiries and reservations, please call Customer Service Department on 2774-8501 or via fax 2365-1000.

Enrolment Form

From Strategic Thinking to Result-Driven Execution

Friday, 8 March 2019 SG-A6920-2019-1-FC

Friday, 27 September 2019 SG-A6920-2019-2-FC

FEE: HKMA Member: HK\$2,500 / Non-member: HK\$2,700

Group Discount: HK\$200 each

(For companies which send a total of two OR more participants to this course and enrol at the same time)

Name (Mr/Ms): _____

(Surname)

(Other Names)

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Telephone No. (Office): _____ (Residence): _____ (Mobile): _____

Email: _____ Education Level: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA

Direct Mail by Post

HKMA Website

Others (please specify): _____

Note for application

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Customer Services Department on 2774-8501 or Ms Diana Li on 2774-8552. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

Personal Data Collection Statement

1. The personal data of applicants are collected and kept for purposes of processing of applications of course enrolment, course admission, student and member administration, course research and statistical matters.
2. The personal data provided in this form will be used by the Association for direct marketing, including special offers, training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.
3. Applicants wishing for access to and/or correction of personal data may send their written requests to the Association.

If you do not wish to receive information as stated in point 2 of this statement, please indicate your objection by ticking the box. You may at any time send your written requests to the Association.

Notes

1. I understand that all handout materials obtained in class are strictly for my own educational purposes.
2. I have understood all the "Notes for Application" listed in Application Form.

Applicant's Signature: _____ Date: _____