



LUMS

Raising Executive  
Development Centre

# STRATEGY EXECUTION

*TURNING PLANS INTO PERFORMANCE*

May 24 - 27, 2021

Suleman Dawood  
School of Business

# STRATEGY EXECUTION

## TURNING PLANS INTO PERFORMANCE

Performance of an organisation depends not only on having a coherent strategy but also on how managers at different levels understand and implement it. Magnificent visions and grand strategies cannot lead to success without their effective implementation across the length and breadth of the organisation. Real test of a strategy occurs when the rubber meets the road -- when visions from the top either diffuse or clash in the middle of the organisation, when organisational goals either unite and focus or divide and distract the performers, and when everyday actions either propel the organisation toward its chosen destiny or push it into the wilds of disarray. If coming up with a great strategy is challenging, translating it into fruitful actions is daunting. Integration of strategy formulation and execution is the key to meeting all these challenges.

This 4-day intensive programme is aimed at helping executives understand the process of formulating and implementing business strategy in various domains and at various levels of organisation. It is specifically designed to help managers conceive and conceptualise an effective business strategy, formulate and translate it into concrete goals and tactics, and drive the whole organisation toward superior performance.

### BENEFITS

The programme will help the participants:

- Understand the process of formulating and implementing business strategy
- Translate strategies into SMART goals and actionable plans
- Develop strategy maps and dashboards for effective implementation and monitoring of chosen plans

Programme Date:	May 24 - 27, 2021
Programme Fee:	PKR 200,000
Residential Fee:	Inclusive
Venue:	Rausing Executive Development Centre, LUMS

- Influence the minds and hearts of people to effectively execute the intended strategy
- Balance execution and adaptation to maintain strategic fitness in changing environments
- Identify and address pitfalls in strategy formulation and execution

### COVERAGE

The programme utilises cases, simulations, interactive lectures and a project to primarily focus on:

- Key frameworks and tools for strategy formulation and execution
- Strategy maps for articulating and translating strategy incoherent, concrete and executable plans
- Simulation of strategy execution through the Balance Scorecard
- Simulation of managing change during strategy execution
- Issues and challenges in strategy execution

### WHO SHOULD ATTEND

The programme is designed for senior corporate executives responsible for crafting and implementing strategies for attaining enterprise performance goals such as General Managers, SBU Heads and Strategic Planning Officers.

## ***PROGRAMME DIRECTOR***

### ***JAMSHED HASAN KHAN***

*Professor*

*PhD, University of Texas at Arlington*

#### ***Research Interests:***

*Productivity; Quality Management; Supply Chain Management; Six Sigma; Project Management; Developing Customer Centric Culture*

## ***CO-PROGRAMME DIRECTOR***

### ***MUHAMMAD SHAFIQUE***

*PhD, Maastricht University and the United Nations University*

*MSc in Economics and Business Administration, Copenhagen Business School, Denmark*

#### ***Research Interests:***

*Corporate Strategy and Organisation; Technology and R&D Strategy; Innovation and Technological Change*

# TERMS AND CONDITIONS

## ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/programme-calendar>

*\*Seat in the programme will be reserved on a first-come, first-served basis.*

## PROGRAMME FEE

The fee includes tuition cost, reading material, accommodation, breakfasts, lunch, teas and dinners served during the programme. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the programme and check out the morning after the programme ends. You are, however, requested to inform us of the time of your arrival and departure.

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet- ready. Please note we do not provide accommodation for drivers accompanying participants.

## PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing  
Rausing Executive Development Center  
Lahore University of Management Sciences  
Opposite Sector 'U', DHA Lahore Cantt Pakistan  
(+92 42 3560 8243)

*\* LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.*

## DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

## SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered programme, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 40,000.

It is possible to transfer deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

**Note:** REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.

*In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternate to refund. The University reserves the right to make changes in its programme policies and fees at any time.*