LUMS | Rausing Executive Development Centre

STRATEGY EXECUTION

TURNING PLANS INTO PERFORMANCE

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Suleman Dawood
School of Business

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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. The 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 the 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 to:

- 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
- 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 in coherent, 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 Emeritus
PhD, University of Texas at Arlington

Research Interests:
Productivity; Quality Management; Supply Chain Management; Six Sigma; Project Management; Strategy; Developing a Customer Centric Culture

CO-PROGRAMME DIRECTOR

JAWAD SYED
Professor
PhD, Macquarie University, Australia, Academic FCIPD

Research Interests:
Leadership; Teams and Organisational Development; Human Resource Management; Change Management and Strategy; Business Communications; Gender and Diversity in Organisations; Ethics and Human Rights

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile 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 for 4-day programme is **PKR 350,000/-** which includes tuition costs, reading material, snacks, and meals served during the programme.

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.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
    - Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e. 1058674001802223140

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 10% discount on the programme fee.

SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, 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.