

STRATEGYinACTION

from Chartered Accountant to Strategic Advisor

STRATEGY IN ACTION is a flexible, modular, online programme for all Chartered Accountants wishing to develop and implement powerful strategies.



>> Up to 12 modules each with part A and part B

- > Part A consists of up to five hours of video, tools templates, readings, quiz, online discussion
- > Part B applies this material to a real organisation; these may be done separately.

>> Pick your favourite modules or do them all!

>> Online, flexible – anywhere, anytime and also includes face-to-face workshops

>> Work on a live strategy – for your own organisation or for a client

>> Supported by the New Zealand Institute of Chartered Accountants and accredited for CPD hours

>> Module 1A – Developing a SMART Strategy starts 5 March 2007 (Qualifies for up to five structured CPD hours)



Be all that you can be!

Module 1A – Developing a SMART Strategy

Learning Objective:

To provide you with the skills and materials required to run a workshop to develop a powerful SMART strategy that will focus and empower an organisation.

Target Audience:

- CFOs and Financial controllers wishing to develop the leadership and skills for implementing strategy and planning
- Chartered Accountants wishing to lead their clients in the strategy development, planning and implementation process
- Accountants charged with developing their organisation's strategy, business plans and budgets

Presenter:

Dr Pete Mazany, PhD (Yale), MCom (Hons), BSc (Auckland)
Consultant with Boston Consulting Group and Team New Zealand; honorary position with the University of Auckland and recipient of teaching awards; founder and chairman of SmartSims International Ltd, CEO of SymComm Ltd, Director of Criterion Furniture Ltd.

Seminar Contents:

- Trend Analysis using PESTEL (Political, Economic, Sociological, Technological, Environmental, Legal)
- Determining your organisation's current position using the BCG product portfolio matrix
- Determining your organisation's future position using a markets/competencies matrix
- Evaluating and forecasting your organisation's future using Product Strategy Summary
- Focusing, communicating and planning your future using a SMART Strategy

Date: 5 hours between 5 March to 26 March 2007

Price: \$195 (excl GST) Members
\$220 (excl GST) Non-members

CPD hours: Up to 5 structured CPD hours

Go to www.symcomm.co.nz for more information
and to register for **Module 1A – Developing a SMART Strategy**
SymComm Limited Phone (09) 525-7838

