

STRATEGYⁱⁿACTION

from **CHARTERED ACCOUNTANT**
to **STRATEGIC ADVISOR**

A flexible, modular, online programme to:

- > develop powerful strategies
- > transform your business
- > develop strategic skills
- > generate profits

Be all that you can be!

STRATEGY in ACTION

More than just a business course, this is a transformational programme resulting in fundamental shifts in your ability to lead, plan and implement strategy!

NZICA and SymComm are proud to bring you this comprehensive, flexible, modular, online programme to develop and implement powerful strategy and business planning in a real organisation - through tools, techniques and templates that are an integral part of the toolkit for a trusted Strategic Advisor.

- > Transform your organisation
- > Increase your ability to generate profits
- > Increase your abilities as a leader in your organisation and with clients
- > Develop a live strategy - for your own organisation or for a client
- > Complete up to 12 modules and get credit for structured NZICA CPD requirements
- > Pick your preferred modules or do them all!
- > 80 hours structured CPD leads to an NZICA Certificate of Completion

... *More than just a business course!*



FACILITATOR

- > Pete Mazany
PhD (Yale)
MCom (Hons)
BSc (Auckland)

EXPERIENCE

- > Boston Consulting Group
- > Team New Zealand consultant
- > Honorary position with the University of Auckland and recipient of teaching awards
- > Founder/chairman of SmartSims International Ltd
- > CEO of SymComm Ltd
- > Director of Criterion Furniture Ltd

Content for this programme has been informed and advised by a range of New Zealand business experts.

Comments about our courses . . .

"Very clear delivery of the course topic in a manner that was easy to relate the content to own business."

Ian Gordon, Financial Controller Washtech Limited

"Helped give a formal structure to how to clarify and document strategy."

Jeffrey Fletcher, GM Finance Amalgamated Dairies Ltd

"This is a serious 4-hour seminar with real benefits to be gained for participants. Great delivery style and focused participation."

Alistair Bell, Project Manager Fonterra

WHAT YOU WILL TAKE AWAY FROM THIS PROGRAMME

- > Templates to write a powerful, focused and concise strategy document that focuses and galvanises your organisation
- > Tools to write powerful business plans, with clear accountability and goals
- > Guides for writing functional plans for marketing, operations, finance, product development, human resources and information technology
- > Leadership skills that empower people to be all they can be and create better teams
- > Structures to use your time more effectively and achieve things that are important to you
- > A set of tools to reduce staff turnover and improve individual employee performance
- > Skills to design and implement motivating reward structures
- > Tools to develop SMARTI (Specific, Measurable, Achievable, Reliable, Timely, Inspirational) goals and achieve them
- > Know-how to develop a shared vision to take your team where you want to go
- > Ability to analyse core competencies and be ahead of competitors
- > Skills to evaluate opportunities and projects using NPV and make sound financial decisions

TARGET AUDIENCE

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

Be all that you can be!



PROGRAMME OUTLINE

LEADERSHIP AND THE STRATEGY CYCLE

- Module 1: Developing a SMART Strategy *
- Module 2: Building SMART Business Plans *
- Module 3: Personal Performance Planning *
- Module 4: Leading *
- Module 5: Developing a Shared Vision
- Module 6: Transforming your Business

CROSS-FUNCTIONAL SKILLS

- Module 7: Marketing, Sales and Distribution Strategy and Planning *
- Module 8: Operations and Logistics Strategy and Planning *
- Module 9: Finance, Funding and Valuation Strategy and Planning
- Module 10: Product Development Strategy and Planning
- Module 11: Human Resources Strategy and Planning *
- Module 12: Information Technology Strategy and Planning *

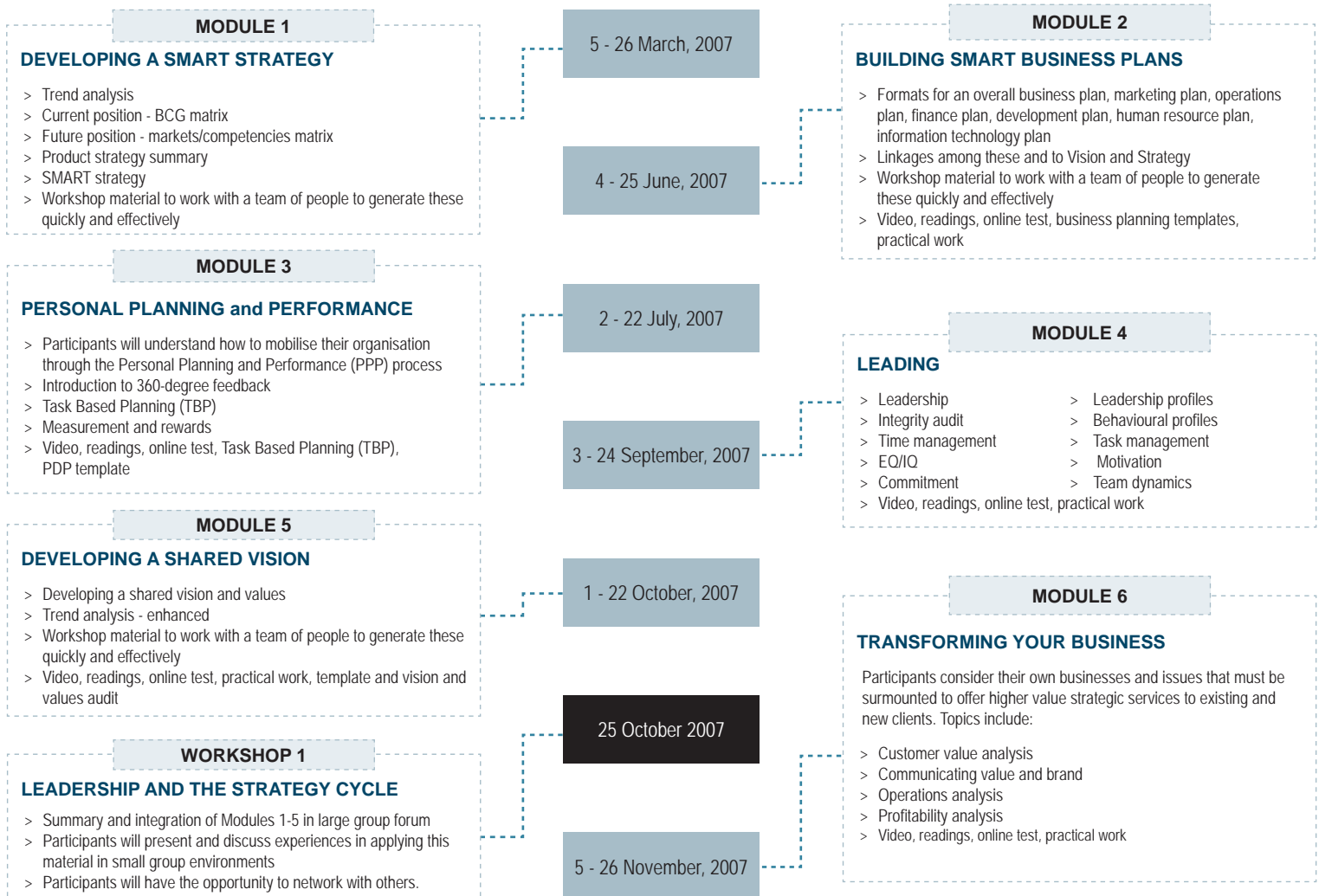
THE NZICA CERTIFICATE OF COMPLETION FOR STRATEGY IN ACTION

Complete 80 hours of structured CPD from the Strategy in Action programme including the Modules with an asterisk above, and receive an NZICA Certificate of Completion for the program.

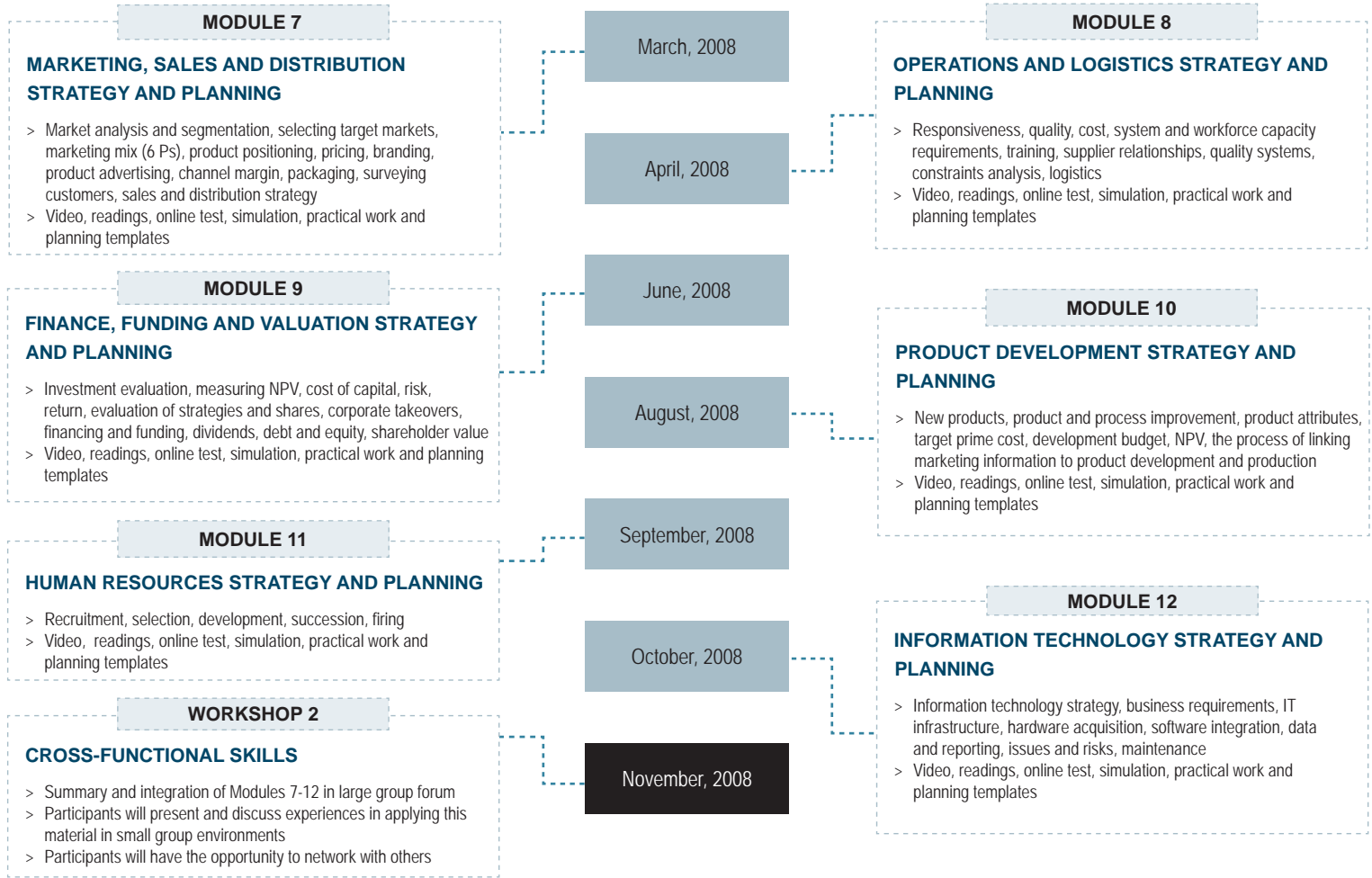
MODULE PRICES AND DETAILS

Module and Dates	Check the website for available modules and dates.
Module Structure and Details	Each module has two parts - Part A covers the tools and Part B applies the tools to a real company. Each part may be completed separately, but Part A must be completed before Part B.
Price and CPD credits	Part A costs \$195 + GST and receives 5 hours of structured CPD credit. (\$220 + GST for non-members.) It is expected to take 5 hours and is run over a 3-week period. Part B costs \$195 + GST and receives 5 hours of structured CPD credit. (\$220 + GST for non-members.) Participants submit their work as they complete it. If any individual registers for modules worth \$1000 + GST or more, then a 20% discount will apply.

SECTION 1: LEADERSHIP AND THE STRATEGY CYCLE (details and timings may change to reflect demand)



SECTION 2: CROSS-FUNCTIONAL SKILLS (details and timings may change to reflect demand)



POLICY

PAYMENT POLICY

Registrations are valid only when accompanied by payment of the appropriate course fee.

PAYMENT METHODS

Our preferred payment method is online credit card or direct credit.

1. For payment by credit card, please pay online at www.symcomm.co.nz.
2. For payment by direct credit, please transfer funds to our ASB Bank account and include your reference number.
Number: 12-3086-0192093-000 Account Name: SymComm Limited
Please advise payment details (date paid, participant name, organisation name) to the Course Coordinator and include a banking transaction reference so that we can match the payment to your registration.
3. If paying by cheque, please make cheque payable to SymComm Limited and mail to: PO Box 62572, Kalmia Street, Auckland 1544.

CANCELLATION AND REFUND POLICY

To obtain a full refund, cancellations must be received no later than 14 days prior to the start of the module.

Cancellations received less than 14 days prior to the start of the module will incur a service charge of \$50 + GST per participant.

Changes to bookings (i.e. transferring to another course date or substituting the participant) received within 14 days of the start of the course will incur a \$50 + GST service fee per participant.

No refund is given for cancellations notified less than seven days before the course.

All cancellations or booking changes must be in writing (letter or e-mail) to the Course Coordinator at support@symcomm.co.nz.

SymComm Limited reserves the right to cancel or postpone courses without incurring any penalty if registration numbers do not reach our required minimum. If a course is cancelled, course fee received in respect of the cancelled course shall be refunded in full.

OWNERSHIP AND COPYRIGHT

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All course materials are intended for the use of registered participants and may not be distributed, reproduced, or copied in any form whatsoever without the prior written permission of the respective legal owners.

100% MONEY BACK GUARANTEE

We believe 100% in the value of our Strategy in Action programme and back this up with a 100% money back guarantee.

If you are not totally happy that any module will be of significant benefit to you and your business, simply contact us with a short email with your reasons within 30 days of registering for the module and we will refund 100% of your fee, with no further questions asked.