

STRATEGIC PLANNING MASTERY

From Vision To Winning Strategy

Master the Strategic Tools to Make Better Business Decisions



Advisory Board and Thought Leaders

Dr. Paul Walsh

Program Director, of
Balanced Scorecard (BSC)
and Lean Six Sigma at
AGSM @ UNSW
Business School.

Riaz Shah

Professor of Practice
HULT International
Business School, UK



Suwardi Luis

CEO ONE GML,
Founder of Qubisa

Sutanto Hartono

CEO of Emtek Media
and VIDIO

Dwi Pranoto

Former Assistant
Governor of Bank
Indonesia

SPEX2 Academy Post Program Benefit:



Membership
in the SPEX2
Academy Circle



Full Access
to the SPEX2
Toolkit Library



Coaching &
Research
Community



Access to 50+
Expert Talk
Sessions

WHY THIS PROGRAM?

Visi saja tidak cukup. Strategy membutuhkan analisis, pilihan, dan tools yang tepat. Program ini dibekali dengan frameworks dan tools untuk membaca bisnis, menentukan pilihan strategi, dan menghubungkan dengan eksekusi.



01 Analyze

Memahami kondisi
eksternal dan
internal organisasi.



02 Formulate

Mengubah hasil
menjadi strategy
choices.



03 Prioritize

Menentukan strategi
pertumbuhan dan
strategic options.



04 Align

Menghubungkan
strategic formulasi
dengan eksekusi.

MASTER 7+ STRATEGIC TOOLS



TARGET PARTICIPANTS

- Manager
- Directors
- Team Leaders
- Division Head
- Strategic Leaders

TAKEAWAY PARTICIPANTS

- Workshop Kit
- SPEX2 Platform Membership
- SPEX2 Toolkit Library
- Sertifikat Pembelajaran
- Akses 10.000 Qubisa Learning Content

2-DAY STRATEGIC JOURNEY

DAY 1 UNDERSTAND

Strategic Analysis

- Strategic thinking dan Strategic Planning
- Vision, Mission, dan Destination
- Environmental Scanning (PESTEL)
- Industry Analysis (Porter Five Forces)
- Internal Analysis (Value Chain, VRIO, McKinsey 7S)

DAY 2 FORMULATE

Strategy Formulation & Strategic Choices

- SWOT & TOWS Analysis
- Ansoff Matrix
- Blue Ocean Strategy
- BCG Matrix & GE-McKinsey Matrix
- Porter Value Proposition
- Strategic Option & Generic Strategy

Investment **Offline Program**

Rp 9.000.000 + PPN



Enjoy an additional discount
when you register through
the Qubisa website.

2-DAY INTENSIVE WORKSHOP

STRATEGIC TOOLS PRACTICE + CASE DISCUSSION

Online: Please contact our team for pricing and program details.

Powered by
QuBisa
Belajar Cerdas, Tumbuh Hebat