

STRATEGIC PLANNING MASTERY:

FROM ANALYSIS TO ACTION IN AI ERA

From Vision to Winning Strategy – Faster, Sharper



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WHY THIS PROGRAM?

Visi saja tidak cukup. Yang dibutuhkan adalah kecepatan dan ketepatan. Kuasai framework strategis teruji yang diperkuat AI: analisa lebih cepat, strategi lebih tajam, eksekusi lebih terarah.



1. Analyse Faster

Memahami kondisi eksternal dan internal organisasi – dipercepat dengan AI-assisted research & scanning.



2. Formulate

Mengubah hasil analisis menjadi pilihan strategis yang konkret.



3. Prioritize

Menentukan strategi pertumbuhan dan strategic options mana yang paling layak dijalankan.



4. Visualize

Menghubungkan hasil formulasi strategi menjadi strategi yang tereksekusi.

MASTER 7+ STRATEGIC TOOLS



2-DAY STRATEGIC JOURNEY

DAY 1 – Analyze Faster, Think Deeper

- **Strategic Thinking di Era Disrupsi:** Siklus strategi tahunan sudah terlalu lambat.
- **Vision, Mission & Destination:** Tentukan arah organisasi di tengah ketidakpastian.
- **Environmental Scanning:** Baca peluang dan ancaman (PESTEL & Five Forces).
- **Internal Analysis:** Membangun keunggulan kompetitif berkelanjutan (Value Chain & VRIO)
- **Leverage AI dalam akselerasi riset eksternal**

DAY 2 – Formulate, Prioritize & Align with Confidence

- **Objective & Action (TOWS)**
- **Akselerasi pertumbuhan produk dan bisnis:** Ansoff, BCG & GE-McKinsey
- **Mengembangkan ruang untuk pasar:** Blue Ocean Strategy
- **Digital Transformation Strategy:** Transformasi digital jadi inisiatif nyata dengan Customer Network Strategy & Business Platform Map.
- **Leverage AI dalam formulasi strategi**

TARGET PARTICIPANTS

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

TAKEAWAY PARTICIPANTS



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