

Continuing Professional Education



Strategic Planning for Small Business

Presenter:	Michael Court
Date:	Friday 21 November 2014
Time:	9.00am – 5.30pm
Venue:	IPA WA Division Training Room Suite 9, 100 Mill Point Rd, South Perth WA
Fee:	Early Bird-Register before 14 November Member \$355.00 (inc GST) Non-Member \$435.00 (inc GST) Regular-Register after 14 November Member \$375.00 (inc GST) Non-Member \$455.00 (inc GST)
Includes:	Course Notes, Lunch & Tea Breaks
CPE Hours:	8.5

Recommended For

Public accountants and their clients, company accountants and their managers, owners and managers of small businesses.

Learning Objectives

On completion of this seminar attendees will understand what strategic planning is and how a strategic plan is constructed and implemented in a small business.

About the Presenter

DR. MICHAEL COURT B.Ec MBA Ph.D

Managing Director | Balanced Scorecard Australia
Senior Associate | US Balanced Scorecard Institute

Michael is a pioneer and leading expert in Balanced Scorecard management, development and implementation who consistently achieves acclaim for his practical training style and expertise. He established Balanced Scorecard Australia in 2009 and his current activities include the delivery of public balanced scorecard training programs in Melbourne, Sydney, Adelaide, Brisbane, Perth and Singapore and balanced scorecard consultancies in all Australian capital cities as well as in Singapore, Vietnam, Thailand, Papua New Guinea and Mongolia.

Michael's early career was in economics and accounting with one of KPMG's Australian predecessors and then the Reserve Bank of Australia. He subsequently completed an MBA at the University of Washington and the Advanced Management Program at the Australian Staff College. He occupied senior executive positions in financial management in both the public and private sectors, culminating as Finance Director and then Secretary of the SA Health Commission. After completing a Ph.D in strategic management, including research periods at the University of Washington and the London School of Economics, he was the inaugural CEO of a private hospitals and health services group and was later appointed as CEO of a new Statutory Authority. After 7 years of growth, Michael established his own management consultancy practice in 1994 specialising in the development and implementation of strategic management and scorecard systems. Michael's public training courses have attracted clients from all industries and most SE Asian countries.

Introduction

Effective strategic planning is one of the key tools used by successful companies. But a common experience for smaller companies is that considerable effort is put into developing a Strategic Plan for the company but then the implementation is found to be wanting. Disappointment with the outcomes of Strategic Planning is a common occurrence, particularly in smaller businesses which don't have the necessary resources to develop and implement an effective plan.

Much effort has been put into addressing this problem in the past 2 decades. The result is that strategic planning is now a lot different than it used to be. The main differences are that strategic plans are now specifically constructed in a way that facilitates their implementation, with clearly defined outcomes and associated performance measures. This seminar walks participants through the steps in constructing a modern and effective strategic plan for a small business and the methodology for implementing it.

Topics Covered

- What is Strategic Planning?
- What is a Strategic Plan?
- Discuss some examples.
- The steps in building an effective Strategic Plan.
- Best practices in implementing a Strategic Plan.

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