

StrategySimplified™ MASTER CLASS™ WITH AMBRISH CHHEDA

Next Level of Success. Simplified.™

6 Full Days Workshop On "How to Make & Execute Your Company's Strategic Plan & Take Your Company To The Next Level".

Transformational Experiences Shared By Our Clients:

"After 22 years of being associated with BioScience industry in terms of R&D, Production, QC, QA and other functions, I received my first fruitful business lectures from MasterClass™, being a CEO of a German Pharmaceutical Company since end 2007.

I could never imagine before that a 3.5 days training program could provide so much of eye-opening and mind opening implements for our company. This training course was not only packed with tremendous knowledge from Mr. Ambrish Chheda, it was also loaded with honest emotions, what makes this learning experience an unforgettable one.

As a CEO of the Company, I have a feeling, comparable with the feeling of having received new spectacles, giving me a much clearer view than before. To drive a car is not a difficult job, but to find the way to the desired destination is sometimes tough. Now, we have a GPS System, which not only guides us, it is even reminding us, in case we lose our track. I am sure that this experience will turn around the entire company and that we will even exceed our targets. Thanks to MasterClass™!"

Mr. Frank Scheid, CEO, BSV BioScience GmbH, Germany (www.bsvbio.de)

"Recipe for success". MasterClass™ made us realize that everyone has the capability to become the next Kishore Biyani or V Siddhartha of Café Coffee Day. Each and every session was an eye-opener. In currently gloomy economic scenario, Ambrish Sir has made us believe that "Anything is possible if you have the right strategy". There are no jargons, it's made simple in layman's language. Yet, it's very powerful. Alas, if these strategies are taught in management schools, our nation would be on top. Move on, Phillip Kotler, Peter Drucker and Stephen Covey. We have our own indigenous genius called Mr. Ambrish Chheda.

Mr. Chetan Shah, Director, Landmark HR Consulting (www.landmarkhrc.com)

"When Top 500 Companies will be listed in 2020, there will be FORTUNE(Nate) MasterClass-500, and the unfortunate rest!! MasterClass™ must position itself as "Strategy Execution Consultants." What I liked most about this course was; its sequencing, clarity of thought, graded approach, excellent examples and FUN along the way!!"

Mr. Ameesh Masurekar, Director, AIOCD Pharmasofttech AWACS Pvt Ltd, (www.aiocdawacs.com)

For more transformational experiences shared by our clients, go to www.themasterclass.in

COMPONENTS OF THE STRATEGIC PLAN & EXECUTION PLAN
USING STRATEGYSIMPLIFIED™ MASTERCLASS™ METHODOLOGY,
DELEGATES WILL LEARN TO DEVELOP THE FOLLOWING:

- Why We Exist-The Purpose-The Mission.
- Guiding Principles- The Founders' Beliefs & Values.
- What Can We Be In Future-The Vision.
- DNA to be built for achieving the Mission, Values & Vision.
- SWOT Analysis.
- Who Do We Serve-The Target Market.
- What Customer Pain Points Can We Address Best Compared to Others - The Need.
- How Do We Ease the Customer Pain-The Solution and The Value Proposition.
- Long Term Strategic Goals (3 to 5 Years).
- Critical Success Factor (CSF) & Key Success Factors (KSF).
- The Building Blocks.
- Laser Sharp Focus Objectives for 1 year with Key Performance Indicators/Measures.
- Execution Plan for Each 1- Year Focus Objective with Targets, Time Table & Person Responsible.

MASTERCLASS™ METHODOLOGY:

Delegates will learn to develop each component of their own Company's Strategic Plan our Simplified methodology & then learn to develop an Execution Plan with key performance indicators (KPIs) & milestone calendar.

During the workshop delegates will fill up 25 easy to use Worksheets specially designed by MasterClass™, to help develop their Company's Simplified Strategic Plan & Execution Plan, under our guidance.

Delegates can then use these inputs from the Worksheets to prepare just a 4-PAGE SIMPLIFIED STRATEGIC PLAN & THE EXECUTION PLAN.

WHO SHOULD ATTEND

This workshop is ideal for Business Owners, Small & Medium Enterprises with their key team members, Start Up Organizations, Senior & Middle level employees from Corporate, Government & Non-Profit Sector, Women Entrepreneurs, Members of Trade & Industry Associations & Individuals looking to enhance their strategic thinking & strategic execution skills.

IN-HOUSE CUSTOMIZED WORKSHOP This Workshop is also customized as an In-House Workshop for a Corporate Company, Trade & Industry Association, NGO, Government Organization & Women's Business Association, anywhere in India.

OBJECTIVE & OUTPUT AT THE END OF THE WORKSHOP

This workshop is designed for owners & senior & middle level decision-makers in all functions, from manufacturing and service sector organizations, to help develop holistic yet simplified strategic thinking and strategic execution relevant not only to the organization but to its functional, departmental and individual stakeholders.

Delegates will learn how to develop their Company's, Department's or Function's 4-PAGE SIMPLIFIED STRATEGIC PLAN & THE EXECUTION PLAN, which they can start using or sharing with their organization for acceptance, alignment & execution/implementation as per the milestones calendar.

This 4-PAGE plan is all they will need in the next 5 years, to conduct their regular strategic review & execution review meetings.

KEY BENEFIT : With a 4-Page SIMPLIFIED STRATEGIC PLAN & EXECUTION PLAN, delegates can lead their companies, their departments or their functions with all their resources, time & efforts focused on a clearly defined direction with laser sharp focus on company's objectives, so that they can realize the vision and reap the benefits of the immense opportunities provided by the burgeoning Indian Economy.



WORKSHOP LEADER:

Mr Ambrish Chheda

B.Com (Hons), PGDBM (Syd), LL.B. and A.C.S.

He has spent the past 25 years transforming businesses in Retailing, FMCG, Telecom, Manufacturing & Consulting Industries.

He has delivered lectures on Strategy, Marketing & Retailing at the University, We School (Welingkar Institute of Management Development & Research, Mumbai), Goa Institute of Management. He was also guest faculty with a few management schools associated with Mumbai University.

He has vast hands-on experience in the areas of Strategic Planning & Execution and is currently advisor in these areas to reputed Companies.

He was Vice President of Aditya Birla Retail Limited and a core team member for Future Group's Pantaloon Retail India Limited where he was responsible for strategizing & setting up new business divisions.

As a thought leader, he has been interviewed many times by the national press; including Economic Times, Business Standard, Financial Express, Times of India, The Hindu, Deccan Herald, and Indian Express. He is often invited by several Industry Organizations like CII, FICCI & Maharashtra Chambers of Commerce & Industry to speak at their seminars.



www.themasterclass.in

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