



MasterClass™ Training & Consulting LLP

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Master Mantra for Business Strategy & Execution

With the second bout of economic crisis looming across the atmosphere globally, the foundations of all financial, business and industrial institutions are wobbling. They are susceptible to the consequences reflecting the earlier meltdown. Only, if one could hope for something better to come our way that could elevate us from the rising tides of economic crisis.

Moments of such crises educate us to redefine and assess our business strategies to achieve our goals. Sometimes, they will also help us in identifying newer goals, creating new targets and so on and so forth. Homing onto this idea, it is imperative that management gurus give us better insights into substance that would make or break our approach during any situation irrespective of the financial downturns.

Strategy and Marketing Guru Ambrish Chheda feels that, “**there is a dire need of simplified and redefined business strategy & execution plan to which everyone in the company can easily align to. A 50-100 page document for business strategy & execution plan would leave anyone confused**”. It is increasingly felt across sectors in the industries worldwide that strategy is not something that only the top bosses or senior management would keep to them to improve bottom-line.

The manifestation of any idea or strategy is not done within the closed walls of a boardroom; it is executed by the workforce of the organisation. And hence, dissemination of this knowledge in a **simplified manner** becomes critical and so is its understanding by each and every employee of the organisation.

“**Designing and deciphering the business strategy & converting it in to execution plan for a business in a simplified manner is where MasterClass comes in**” says Mr. Ambrish Chheda, CMD of MasterClass Training and Consulting LLP. Mr. Chheda has extensive experience in the area of strategy, marketing & retailing with majors such as Aditya Birla Retail Ltd and Future Group. He is also the architect of the workshop course on “StrategySimplified™ MasterClass™ - How to Make & Execute Your Company’s Strategic Plan” and “RetailingSimplified™ MasterClass™” and “Marketing & Digital Marketing Simplified™ MasterClass™” Workshop Courses.

As a thought leader, he has been interviewed numerous times by various national dailies. He is often invited by several industry organisations like CII, FICCI & Maharashtra Chambers of Commerce & Industry to speak at their seminars.

StrategySimplified™ is a methodology launched for the first time in India, to help organizations of any type, any size, and any industry develop a **2 to 4 PAGE SIMPLIFIED STRATEGIC PLAN & EXECUTION PLAN** with key performance indicators & milestones calendar, rather than 50 to 100 page report or presentation. This 2 to 4 page simplified plan is all top management needs for the next 3 to 5 years to carry out strategic & execution review meetings. It is a powerful tool to use for strategic & execution alignment throughout organization, to help improve your organization’s productivity, profitability & growth.

The MasterClass experience will be essentially delivered by Mr. Ambrish Chheda himself and the delegates at the workshop on StrategySimplified™ would be able to develop the following for their respective companies:

- Define or redefine vision, mission and values statement to provide right direction to the company, SWOT Analysis, Selection of Target Market, Build Customer value proposition, Set up long term strategic goals, Identify DNA, key success factors and building blocks required to be built to reach long term strategic goals and vision, Converting long term goals into objectives for next one year

along with KPIs, Development of Executive plan for each objective with milestone calendar, Development of individual execution plans & KPIs with milestone calendar.

By the end of this month-long workshop, the delegates will have a 2 to 4 PAGE SIMPLIFIED STRATEGIC PLAN for their company, which they can start using or sharing with their organization for acceptance & alignment. The workshop will have exercises for every participant, with easy to use templates & worksheets, to help develop his company's Simplified Strategic Plan.

About MasterClass™ Training & Consulting LLP

MasterClass™ offers Seminars, Workshops & Consulting services such as StrategySimplified™, Marketing & Digital Marketing Simplified™, Retailing Simplified™; as well as offers Seminars & Workshops on FinanceSimplified™, Investment Strategy Simplified™ & Soft Skills Simplified™.

Core purpose & Mission of MasterClass™ is to contribute, in our own way, to the economic development of our country by helping Indian organizations and individuals reach the next level of success, by providing simplified training programs, tools, & consulting services, through various mediums across the country, through professionals with practical industry experience.

Workshop details

“StrategySimplified™ MasterClass™ - How to Make & Execute Your Company's Strategic Plan” is an 8 Sessions workshop at **Mumbai** starting from **11th Sept, 2011**, on Saturdays & Sundays, 9 am to 1 pm. For more details contact **(022) 2679 0000** or email: simplified@themasterclass.in or visit www.themasterclass.in

For More Information please contact:

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Strategy & Marketing Guru Ambrish Chheda