

TAKE YOUR COMPANY TO THE NEXT LEVEL

# MASTERCLASS™

## WITH MANAGEMENT GURU AMBRISH CHHEDA

NEXT LEVEL OF SUCCESS. SIMPLIFIED™

**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 using 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.

## MANAGEMENT GURU



**Mr. Amrish Chheda**  
B.Com (Hons),  
PGDBM (Syd),  
LL.B. and A.C.S.

Mr. Amrish Chheda is a **Management Guru, Inspirational Thought Leader, Motivational Speaker**, Founder of MasterClass Training & Consulting LLP.

With **4 degrees to his credit - B.Com (Hons), PGDBM (Syd), LL.B. and A.C.S.** - Mr. Amrish Chheda has spent the past 30 years transforming businesses in Retailing, FMCG, Telecom, Manufacturing & Consulting Industries.

Before founding MasterClass™, Mr. Amrish Chheda was **Vice President of ADITYA BIRLA RETAIL LIMITED** and **Chief of New Business Divisions for FUTURE GROUP**.

Mr. Chheda had decided early on that after the age of 50 years, he wants to dedicate his life to our great country. For this purpose, he left his lucrative corporate career and founded **MasterClass Training & Consulting LLP, a STRATEGIC EXECUTION CONSULTING FIRM**, on 7th July 2011.

The **MISSION** of MasterClass™ is 'Nation Building', by helping tens of

*thousands of companies to scale up to the Next Level* by developing 'Strategic Execution Focus', and thereby contributing to the Indian Economy.

**More than 1,000 companies from various sectors are now using the revolutionary MasterClass™ Methodology**, for developing their Strategy, Planning, Implementation & Performance Management Process to grow these companies to the **Next Level of Success through 'Strategic Execution Focus'** in a Simplified manner. This results in **transformational growth** rather than just incremental growth.

MasterClass™ was the recipient of NATIONAL AWARD for Excellence in Training and Development 2016: **"Best Mentoring Program in India"**, presented by the TIMES ASCENT, WORLD HRD CONGRESS, WORLD EDUCATION CONGRESS & ASIAN CONFEDERATION OF BUSINESSES.

Mr. Amrish Chheda was conferred with **"LEADER OF THE YEAR AWARD"** by **World Leadership Federation, powered by COLLABERA-a Global Staffing Leader on November 28th, 2016**, in the presence of eminent corporate companies.

As a **thought leader**, he has been interviewed several times by the **national press**. He is often invited by several Industry Organizations like CII, FICCI & Maharashtra Chambers of Commerce & Industry to speak at their seminars.

He is an avid Speaker, Singer & Golfer. To take his passion for singing forward, he has founded **'Hidden Talent Amateur Singers Club'** with a mission of providing a platform of happiness to amateur singers and to fulfil their dream of regularly singing with live orchestra on stage!

### India's Best Mentoring Program Award

The **MasterClass™** methodology was awarded the **"BEST MENTORING PROGRAM IN THE COUNTRY"** by **Times Ascent, World HRD Congress & Asian Confederation of Business**.



### Leader Of The Year Award

Mr. Amrish Chheda was Awarded **"LEADER OF THE YEAR"** By **World Leadership Federation, Powered By Collabera - A Global Staffing Leader**.



**MasterClass™ Training & Consulting LLP**

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