

**Workshop on**  
**Building & Executing Business Plans & Strategy**  
**Friday, May 18, 2018 • 9.30 a.m. to 5.00 p.m.**



**Venue :** Torrent-AMA Management Centre, Core-AMA Management House,  
 AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

**This workshop is designed to assist Companies to draw up their Business Plans professionally. It will also outline mechanism for implementation to achieve superior results. A practical workbook to design & implement Strategies to achieve superior results will be provided.**

***The workshop will be suitable to middle to senior managers from all departments/ functions.***

- Content :**
- How to Make Business Plans ?
  - An Overview of the Strategic Planning - Process & Methodology, Importance of Thinking Strategically
  - External Scan (PEST Analysis), Internal Appraisal & Competitors' Analysis
  - Development of Vision, Mission Statements & Articulating Values/ Beliefs
  - Developing Goals, Objectives & Key Strategies, Crafting one page Strategic Summary
  - Developing Action Plans (Priorities) and Activities, Linking Company Goals to KRAs (Key Result Areas)
  - Why Strategy Fails & How to Ensure Success ?
  - Ensuring Strategy Execution/ Implementation Mechanism, Building Performance Monitoring Mechanism/ Dash Board; Case Study.

**Faculty :** **Mr Ashok Sharma**, Bachelor of Technology from the *Indian Institute of Technology (IIT, Delhi)* and MBA from the Faculty of Management Studies (FMS). He successfully completed specialized programmes at the *Wharton School of the University of Pennsylvania & the American Management Association, USA*. He has been a visiting faculty at several management institutes and has conducted over 1500 seminars.

*He is a UN Certified and trained Trainer and has been practicing as a Management Consultant & Trainer for over a decade. He is the recipient of several awards; including a national award at the hands of Mr Pranab Mukherjee & Best Trainer Award from Chartered Institute of Logistics.*

Earlier, he held senior positions and has corporate experience of 35 years in various senior positions as Vice President, Blue Star Ltd, President, Pidilite Industries Limited, Whole Time Director, Mather & Platt Ltd and Chief Operating Officer, TechNova Imaging Systems Ltd.

He is Former President of Bombay Management Association (BMA), World President of International Federation of Purchasing & Materials Management, IFPMM (now headquartered at UK) & National President, Indian Institute of Materials Management.

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

**Fee :** Rs.1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "**Ahmedabad Management Association**".

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**May 18, 2018**

**Registration Form:** Please fill-in and return this form along with participation fee to:

Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015,

Mobile: 9537407187, 7069940917, 7203030990 • Phone: 079-26308602-2-3-4-5

E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amalndia.org

<b>Name(s)</b>	<b>Position</b>
1.	
2.	
<b>Organisation:</b>	
<b>GST No.:</b>	<b>AMA GST No.: 24AAATA 5881D1Z0</b>
<b>Address:</b>	
	<b>Pin Code:</b>
<b>Phone:</b>	<b>Mobile</b>
<b>E-mail:</b>	<input type="text"/>