Get 100% comfortable with strategy: experience Strategy Unplugged

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Strategy Unplugged is the new and updated one-day strategic planning workshop hosted by Sid Peimer of Stratplanning. You are encouraged to 'hang on tight' as this one-day course promises to disrupt everything you thought you knew about strategy. You will discover a new perspective that will allow you to embrace strategy more fully, adding value and - dare we say - enjoying the process.

This course bridges the gap between the textbook and the boardroom table. It does not conflict with existing proprietary planning methodologies, but the strategic principles you will learn on the course will (appreciably) augment the planning process you currently follow. Your thinking will be a lot more strategic. A lot.

Coming to Jo'burg

Date: Wednesday, 14 May 2014
Venue: FNB Conference and Learning Centre, 114 Grayston Drive, Sandown, Sandton. Directions here.
Start: 9am sharp
Finishes: 4pm sharp

Who should attend?

- Account executives/managers/directors who want to add value to their function/business.
- Strategic planners with less than five years' experience in the planning function (or seasoned planners who'd like a fresh perspective).
- Business owners or business unit directors.
- Brand custodians who wish to develop a greater understanding of their brand's strategic options.
- Creatives who want to produce more impactful work that is still 'on strategy'.
- Other professionals who wish to evaluate a career in strategic planning.
- Those qualified in the 'hard sciences' such as engineering, who need to be able to formulate what is essentially an

outcome that is 'open' as opposed to formulaic answers that science demands.
- Entrepreneurs and anyone for which strategic planning is a critical success factor.

Course outline: Completely refreshed for 2014

The course is divided into modules incorporating all the skills required to master the four-step regimen required for effective strategic planning: extract-analyse-construct-communicate.

These modules do not run sequentially, but are built on throughout the day.

Please note: there is no popping in for specific content.

Content includes:

- Loaded with case studies: LEGO - from near bankruptcy to stardom, iPod vs Walkman, the Microsoft Zune, Lion lager (don't mention the beer), Zima, BN, TomTom, the Belgium Coke incident, Robin Hood and more...
- The (somewhat sordid) evolution of modern strategic planning
- Strategic planning schools of thought
- Vacansopapurosophobia
- The business, marketing and communications strategy
- The crucial role of problem definition
- The relationship between goals, objectives, strategies and tactics (untangling the mess)
- And plans? Where do they fit it?
- The currency of Shopper Marketing: Insights
- Why strategies are stories: Kamishibai
- The inverted pyramid and other communication essentials to get your strategy across
- Digital strategy overview (and why nothing has changed since Pompeii)
- Deliberate, unrealised and emergent strategies
- Occam's Razor applied to: Consumer Based Brand Equity, Positioning and Segmentation
- Sadistic statistics
- When research goes horribly wrong
- Brand ecosystems
- Pitching for new business
- Lessons from Dr Seuss

About your facilitator

The course is facilitated by Sid Peimer. He has planned in virtually every category - from start-ups to blue chip; from prescription drugs to FMCG. He has also mentored and trained strategic planners who have made their mark in the industry today. Sid qualified in pharmacy, but woke up with a jolt to discover the creative world of advertising. The agencies he worked for before establishing Stratplanning include Grey, Leo Burnett and Ogilvy. His life reads as somewhat of an adventure novel, covering many eclectic areas: shop assistant, CEO of a chemicals company, door-to-door salesman, copywriter, creative director, national franchise manager, retail pharmacist, manufacturing pharmacist, laboratory assistant, professional actor, suntan sprayer, karate instructor, SARA-rated river guide and lecturer in marketing and consumer behaviour. He is a popular speaker and trainer for both the private, academic and NGO sectors. He is the author of *The Clear Win - Pitching for new business, the strategies that work; the myths that don't* - available on Amazon (only $1 on kindle!).

He lives in Cape Town, consulting and training on strategy nationwide. He writes extensively for Bizcommunity.

What delegates say about our strategy courses

- Loved it - would highly recommend
- Awesome stuff - gave me great insights
- I now 'get' strategy
- I thought it would be boring
- Excellent content
- I can apply what I learnt
- More interesting and exciting than I thought
- Informative and entertaining
- Beyond expectations
- Loved all the examples
- I just wanted to thank you for the very insightful workshop. I found the course outline very entertaining and the content was fascinating
- My colleagues and I thoroughly enjoyed it and look forward to the next one.

Fees and registration details

For enquiries and registration, contact zelda@stratplanning.com or 084 387 1901
Cost includes lunch, teas, smoke breaks (not the cigarettes) and all instruction materials.

Delegates need not bring anything - but if you are sending someone from your company please make sure they have gone over the syllabus either on this page or the course website here.

Who has Stratplanning inside?

Thousands of people have benefited from Stratplanning's training and consulting, some of which include:

25AM, AAA School of Advertising, ABSA, AdVentures, AdVTech, Affinity, Africa Red, Afrikings, Aristos, Artifact, AVstage, Bakgone Consultancy, Barclays, Beachhead Media, Berry Bush BBDO, Black Sash, Blast Brand Catalysts, Boomtown, BrainReserve, Brandsmith, Cape Cookies, Cape Peninsula University of Technology, Caxton Magazines, Cell C, Chillibush, Conceptualise, Creative Counsel, Creative Performance, Creative Zoo, Delirium Advertising, Department of Public Enterprise, DraftFCB, Elements, Engen, Etv, Expotrends, Faction Media, FCB, Fine Healthcare, Forwardslash, Fountainhead, Four Pin Plug, Fuse Net Solutions, Hardy Boys, Havas, Healthshare, Hellocomputer, Hot Salsa, Idea Engineers, Imperial Bank Medical Finance, Indigo Marketing, Inroads Advertising, Inzalo Communications, iProspect, Ireland Davenport, Joe Public, Johannesburg University, Juta, King James, KPMG, Legal Resource Centre, Leo Burnett, Lesoba Difference, Lobedu Leo Burnett, LoweBull, Luci Ferin, McEwan Advertising, Media Assault, Media Shop, Mediacore, Medshield, Metropolitan Republic, Mortimer Harvey, Mr. Delivery, MSC Business College, MEC Carat, Multichoice, Naledi Media, Native, Nelson Mandela Metropolitan University, Nedbank Limited, Netcare, Nine Yards Communications, Nkuzi Development Association, Now Media, Oaktree Marketing, Ogilvy Healthworld, Old Mutual, ORD, Paddington Station, PR Worx, PRIMAproximity, Promise Group, Publicis, Purpleberry, Radioheads and United Stations, Red Cross Children's Hospital Trust, Regenesys, SA Institute for Advancement, SA Institute for Security Studies, Saatchi & Saatchi, Salient, Singh & Sons, Spur Restaurants, Standard Bank, Statosal, Strategixc Shift, Strika Communications, Studentwise, Studies in Poverty and Inequality Institute, TBWA, The Media Connection, Time-Square, The Jupiter Drawing Room, Traffic Integrated, Troika Imagineering, TWT, Unilever, University of Johannesburg, University of Pretoria, University of the Western Cape, University of the Witwatersrand, Volcano Advertising, Western Cape Department of Economic Development and Tourism, Vega, Woolworths, Virgin Money, Y&R.

Don't lose your seat - Register today: Space is limited

Contact zelda@stratplanning.com or 084 387 1901

For more, visit: https://www.bizcommunity.com