



# STRATEGIC LITERACY: A Seminar on Achieving Greater Company Productivity



*"This seminar provides new thinking and approaches that have been successfully tested and implemented in many companies. These approaches have enabled Fortune 500 companies – and smaller competitors – to achieve their strategic objectives and realize their vision of the future."*

~ Dr. Brent Peterson

### **70% of workers don't know what to do to support their company's strategy.**

To become nimble, realize efficiencies, and improve financial results, companies must critically examine disconnects between the effort employees currently expend and the real contribution of their results in achieving the company's most important goals.

This 1-day Strategic Literacy seminar is an impactful executive learning day that will open your mind to a whole new way of thinking, approaches and solutions on **how to close the gap between your company's strategies and the work that needs to be done to reach the results critical to you and your company.**

Join us as Dr. Peterson and Dr. Fernando share with you practical tips on how you can add value to your business as a "strategist" and how you can shift your attention towards 'real work', work that will enable you focus on achieving strategic objectives.

In this seminar, you will :

1. Understand how you can add-value to the business as a "Strategist".
2. Analyze gap between formulating strategic plans and carrying them out successfully.
3. Learn how to provide solutions to enable your company to become strategically literate and effectively achieve your strategic objectives.

### SEMINAR HIGHLIGHTS

- **Strategy Design for Future Market Leadership**
  - Developing strategic competence through a *Case Study Research*
  - Managing today's company to win in the face of competition and creating tomorrow's winning company
  - Driving factors behind corporate success and the quest for sustained profitable growth
  - Evolving strategic management into strategic learning and adaptation for future success
- **Aligning Work with Company's Strategy**
  - Discovering issues of Fake Work and the need for more REAL WORK with reviews of research and short cases
  - Learning how to translate company's strategy to employees and keeping them engaged and aligned
  - Using 6 Steps for alignment and accomplishing company strategy to enhance strategic literacy in your company

<b>Seminar Leaders</b>	: Dr. Brent Peterson & Dr. Fernando Kevin Vince
<b>Date</b>	: 23 August 2012
<b>Time</b>	: 8.30am – 5.00pm
<b>Venue</b>	: Mandarin Orchard Singapore 333 Orchard Road Singapore 238867
<b>Enquiries/Registration</b>	: Please contact Ms Suriani Siad or Ms Irene Teng at 6536 8860 or email <a href="mailto:irene@integrative.com.sg">irene@integrative.com.sg</a>

**Investment: S\$1200.00 per person**

**Sign up by 25 July  
and invest only S\$950.00 per person OR  
an additional 10% discount  
for groups of 3 or more i.e. \$855 per person**

**Closing Date:  
17 August 2012**

Class size is limited so reserve your seat TODAY! To register, print and fill in the registration form and either email it [irene@integrative.com.sg](mailto:irene@integrative.com.sg) or fax it to **6536 8870**.

**\* If you have at least 15 participants, we can customize this 1-day program in-house for your company. Please contact Ms Suriani Siad at 6536 8860 or [suriani@integrative.com.sg](mailto:suriani@integrative.com.sg).**

## SEMINAR PRESENTERS' PROFILES

### Dr. Brent D. Peterson

- University Based Researcher – Full Professor of Organizational Behavior in the Marriott School of Management at Brigham Young University
- Founder of TrueNorth Corporation – Provider of Learning Coaching
- Senior Vice President – Research at FranklinCovey
- Founder and CEO of the Apollo Consulting Group – University of Phoenix
- Co-Founder and Chair the Work Itself Group
- Co-Author of best-selling book, ***Fake Work***
- Designer of the 4E Learning Model

### Dr. Fernando Kevin Vince

- Chief operating officer of a Global multinational company operating in 21 countries
- Holds three doctoral degrees – two with focus in strategic management
- Regular speaker at professional conferences
- Published a number of articles in professional Journals
- Author of six books
- Translator of theory into practical, useable tools

IC108/12

FAX: 6536 8870

## REGISTRATION FORM

**YES!** Please register us for the “Strategic Literacy” Seminar on 23 August 2012:

<p><b>Organisation:</b></p> <p><b>Mailing Address:</b></p>
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Name of Attendee	Designation	Email	Contact Number	Meals Preference if required (✓ one only)
1.				<input type="checkbox"/> Halal <input type="checkbox"/> Vegetarian
2.				<input type="checkbox"/> Halal <input type="checkbox"/> Vegetarian
3.				<input type="checkbox"/> Halal <input type="checkbox"/> Vegetarian

<b>Contact Person:</b>	<b>Email:</b>	<b>Tel:</b>
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Total payment due is \$ \_\_\_\_\_ x \_\_\_\_\_ participants = \$ \_\_\_\_\_

Cheque Number \_\_\_\_\_ (payable to “***Integrative Consulting International Pte Ltd***”) is enclosed. Please write organisation’s or delegates’ names on back of cheque.

**\*Please copy this Form if you have more than 3 participants**

Investment: S\$1,200 per person

Sign up by 25<sup>th</sup> July and invest only \$950.00 per person or an additional 10% discount person for groups of 3 or more i.e. \$855 per person.

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For more information, please contact Ms Suriani Siad at 6536 8860.