



CERTIFICATION PROGRAM



Learning Manager

**SHAIRUL COBLEY
SOLUTIONS**

Organization and People Development Company



Call: +60 11 5913 8025

Email: learning@asia-leadership.com

Strategic Planning Professional Certification

A highly practical course to help develop and enhance your strategic planning skills

Why Attend

Either you are a consultant / managers or a specialist, with the Strategic Planning Professional Certification. This certification in Strategic Planning satisfies the educational requirements of the Certified Strategic Planner (CSP) designation. .

This 3 days certification is a highly practical course to help develop and enhance your strategic planning skills .

In today's highly competitive business environment, budget-orientated planning or forecast-based planning methods are insufficient for a large corporation to survive and prosper. The firm must engage in strategic planning that clearly defines objectives and addresses both the internal and external situation to formulate strategy, implement the strategy, evaluate the progress, and make adjustments as necessary to stay on track.

Date and Venue of Training

1. **24 - 26 March 2020**
2. **Ancasa Hotel, Kuala Lumpur**

Investment

- **RM 2,380.00** for early birds and group of 2 or more
- **RM 2,680.00** normal registration after 10 March 2020

Who Should Attend

The CSP certification course is recommended for:

Those responsible for strategic management, finance management, business analysis, group accountancy, corporate development, operations, business development and planning, business performance, planning and budgeting, marketing information, research and development, business systems management, business project management, business information and corporate planning.

Benefits of Attending

- **Make** the best strategic choices to ensure better bottom line results;
- **Evaluate** your business strategy to increase business effectiveness;
- **Formulate** business strategy in the face of increased globalization;
- **Successfully** implement strategic change across the organization and match business operations with your business plan;
- **Maximize** your marketing and sales strategies to beat competition and align financial planning with your business;

Strategic Planning Professional Certification

A highly practical course to help develop and enhance your strategic planning skills

Learning Facilitator – Mohd Shairulnizam Zuall Cobley

24 years of international work experience in South East Asia, specializing in talent management, performance management and organizational corporate learning in industries such as telecommunications, financial services, real estate, operations, services, as well as the federal, state government and non-profit sectors, working with CXO's group in the ASEAN region. His clients includes Petronas, MARA, UniKL, Ministry of Health, Institut Pentadbiran Awam Brunei, MINDEF Brunei and Public Services Department of Brunei.



Academic Qualification

MBA (Middlesex University)
BA (Hons) Business Finance
Diploma In Banking Studies (UiTM)

Strategic Planning Professional Professional Certification Training (3 days)

Registration Form

Training Date: 24 – 26 March 2020

Name

Contact

Name

Contact

Name

Contact

Early birds / group fees RM 2,380.00

Normal fees RM 2,680.00

All options inclusive of refreshment, lunches, training materials and certificate of competency. All payment should by cheque be made to **Shairul Cobley Solutions** or through online transfer

Bank : Public Bank Berhad
Account Number : 3813410721

Confirmation details – After receiving payment a receipt will be issued. If you do not receive a confirmation letter please contact us at + 60 11 5913 8025 or email at learning@asia-leadership.com. Replacement of candidates is welcome at no extra cost. Cancellation of attendance (made through written forms) must be made 10 days before the training and an administrative fees of 20% will be imposed as penalty.