

SID Masterclass for Directors (MCD) Programme

Strategy at the Board Level

Organised by:	Singapore Institute of Directors
Date:	Tuesday, 15 August 2017
Venue:	Marina Mandarin Singapore 6 Raffles Boulevard, Marina Square, Singapore 039594
Time:	9.00 am to 5.30 pm
CPD Hours:	8 hours
SID Member:	S\$ 750.00 (Inclusive of GST)
Non-SID Member:	S\$1050.00 (Inclusive of GST)

Course Description

As the adage goes, failing to plan is planning to fail. It is therefore essential for a company to have a solid strategy for success.

A global survey revealed that a mere 34 per cent of 772 directors understood their companies' strategies. This may seem alarming as boards generally spend most of their time on compliance matters rather than strategy.

Notwithstanding this, the board is ultimately responsible for the company's long term success. In fact, Section 157A of the Singapore's Companies Act states that "the business of the company shall be managed by or under the direction of the directors". Clearly, boards must play a key role in the setting of the strategic direction of the company and overseeing its implementation.

The essence of strategy is a structured process for deciding the handful of key decisions that the organisation must get right in order to competitively thrive over a given period of time. Get it right and the organization is strengthened towards better long term performance

This course is an interactive workshop to deepen directors' understanding of business strategy, its processes, and the role of the board vis-à-vis management in strategy development and execution. The session, facilitated by experts in the field, centres on discussions, including the sharing of perspectives and experiences.

Course Objectives

1. To deepen participants' understanding of business strategy and its processes.
2. To provide an understanding of the board's role in strategy formulation.
3. To educate participants on assessing and managing strategy execution.

Course Outline

1. Definition of strategy.
2. Role of strategy in driving organisational performance.
3. Turning strategy into practical proposals for change.
4. The board and senior management collaborative approach in developing and implementing strategy.
5. The board's responsibility in strategy formulation.
6. The board's role in assessing strategy execution.

About the Speaker

Dr Wilson Chew

Dr Chew is a Partner at PwC Singapore. He specialises in Strategy in the Entrepreneurial & Private Clients practice in the firm.

In 2012, Dr Chew was appointed to the board of Swee Hong Limited, an infrastructure and civil engineering company listed on the Singapore Exchange. He also serves on the board of the National Arthritis Foundation, a charity with the Ministry of Health.

In 2008, Dr Chew was awarded the Asia Brand Leadership Award for his outstanding contribution to the applied knowledge of brand strategy in management science. He has authored three books: Transforming Your Business into A Brand: The 10 Rules of Branding, Killer Differentiators: 13 Strategies to Grow Your Brand, and B2B: 10 Rules to Transform Your Business into A Brand.

Dr Chew holds a Doctorate in Business Administration from the University of South Australia, an MBA from the University of Strathclyde Graduate Business School (which he currently serves as a visiting lecturer), an Executive Diploma in Directorship from SMU/SID and successfully completed the Corporate Board Leadership program at Harvard Business School. He lectures at SMU's University Lien Centre for Social Innovation and served as one of the university's advisors in the Wharton-SMU-IBM Business & Industry Insight Program.

Registration

Please register online at www.sid.org.sg by **8 August 2017**.

Should you require assistance, contact us at:

The Secretariat

Tel: 6422 1188

Fax: 6422 1199

TERMS AND CONDITIONS FOR SID COURSES/EVENTS

SID's courses and events are subject to terms and conditions as set out below. The Institute reserves the right to changes these terms and conditions without notice.

COURSE/EVENT REGISTRATION

A participant is successfully enrolled for the course/event once an invoice is generated.

NO CANCELLATION

There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

NO-SHOW

There will be strictly no refund of fees for no-show.

REQUEST FOR REPLACEMENT OR DEFERMENT

Where a participant cannot attend a course, he/she may request to send a replacement or defer the course subject to the following conditions:

1. Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby a SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.
2. Deferment of a course to the next scheduled date (for same course) is subject to at least 10 working days prior notice in writing. Deferment is only allowed for half day and full day courses run by SID. An administration fee for each deferment of S\$50 (for half day course) and S\$100 (for full day course) shall apply.

CANCELLATION OF COURSE/EVENT BY SID

SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable efforts to notify participants of changes, should they happen.

If SID cancels a course, a full refund will be made to the participants.

CPD HOURS

CPD hours/attendance letter is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Assessment Form only at the end of the event.

CAR PARK COUPONS

Complimentary car park coupons, where available, are given on a first-come-first-served basis.

PAYMENT POLICY AND OPTIONS

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment
Log in to your account at www.sid.org.sg
Select invoice to pay at “My Open Invoices”.
2. Cheque Payment
Payable to: Singapore Institute of Directors (please quote invoice number behind the cheque)
Mail to: 168 Robinson Road, #09-06, Capital Tower, Singapore 068912
Attention to: Finance Department
3. Telegraphic Transfer
Bank Name: DBS Bank Limited
Branch: Raffles Place Branch
Bank Code: 7171
Beneficiary Name: Singapore Institute of Directors Account Number: 048-016620-2
Swift Code: dbsssgsg
Reference: Please quote invoice number
(Note: All bank charges are to be borne by the applicant)