

Masterclass for Directors (MCD) Programme

MCD 3: Strategy at the Board Level

Target Audience	: Directors with a desire to enhance their understanding of strategy and the role of the board in strategy development and implementation. Attendees are expected to already have the fundamentals and essentials of the SID professional development programme.
Date	: 17 May 2019
Time	: 9.00 am to 5.30 pm
Venue	: M Hotel, 81 Anson Rd, Singapore 079908
Cost	: SID Member: S\$720 (excl. GST); S\$770.40 (incl. GST) Non SID Member: S\$990 (excl. GST); S\$1059.30 (incl. GST)
CPD	: 8 hours

Course Description

The board is ultimately responsible for the company's long-term success. Directors play a key role in the setting of the strategic direction of the company and overseeing its implementation. 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.

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 organisation 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.

Programme

8.30 am	Registration
9.00 am	Introduction
9.10 am	Introduction: The Competitive World & Strategy Strategy: Driving Organisational Performance
10.45 am	Break The Board's Role on Strategy – Part 1: Formulation
12.30 pm	Lunch The Board's Role on Strategy – Part 2: Execution Oversight Turning Proposals into Strategic Initiatives for Change
3.30 pm	Break Strategy & Execution: A Partnership between the Board & Senior Management Closing Remarks
5.30 pm	End of Programme

Speaker



Wilson Chew
Partner, PwC Singapore

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: *Killer Differentiators: 13 Strategies to Grow Your Brand*, *B2B: 10 Rules to Transform Your Business into a Brand*, and *Differentiation: How to Win in a Disruptive Market*.

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

Registration

Please register online at www.sid.org.sg by **14 May 2019**.

Course Enquiries

Email : events@sid.org.sg
Tel : (+65) 6422 1188
Fax : (+65) 6422 1199

Upon successfully enrolling for the course, you are deemed to have read and accepted SID's Terms and Conditions stated overleaf.

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 & CERTIFICATE OF ATTENDANCE

Entitlement of CPD hours / Certificate of Attendance 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 Evaluation 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, #11-03, 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)