

# StrategySimplified™ MASTER CLASS™ WITH AMBRISH CHHEDA

Next Level of Success. Simplified.™

## 4 Full Days Workshop On “How to Make & Execute Your Company’s Strategic Plan & Take Your Company To The Next Level”.

Transformational Experiences Shared By Our Clients:

*“What I like the most about MasterClass™ is the transformation in the thinking process for taking the company to the next level. Excellent experience for doing the self evaluation and come back refreshed with new ideas for taking the company to the next level” -*

**Mr. Velayutham Subramanian, Director-Technical,  
Landmark Systems And Solutions Private Limited.**

*“MasterClass™ has opened up a whole new dimension for me and my company. It has helped me build my company’s future by planning and adapting to differentiated yet realistic & practical strategies. The exercises that we do makes it so simple and easy to visualize and plan. I deeply appreciate and thank them for their efforts, support and valuable time given to us” -*

**Dippal Shah, Director, Sattvic Organics - A division of Sujyoti Ventures Pvt Ltd.**

For more transformational experiences shared by our clients, go to [www.themasterclass.in](http://www.themasterclass.in)

### COMPONENTS OF THE STRATEGIC PLAN & EXECUTION PLAN USING STRATEGYSIMPLIFIED™ MASTERCLASS™ METHODOLOGY, DELEGATES WILL LEARN TO DEVELOP THE FOLLOWING:

- Why We Exist-The Purpose-The Mission.
- Guiding Principles- The Founders’ Beliefs & Values.
- What Can We Be In Future-The Vision.
- DNA to be built for achieving the Mission, Values & Vision.
- SWOT Analysis.
- Who Do We Serve-The Target Market.
- What Customer Pain Points Can We Address Best Compared to Others -The Need.
- How Do We Ease the Customer Pain-The Solution and The Value Proposition.
- Long Term Strategic Goals (3 to 5 Years).
- Critical Success Factor (CSF) & Key Success Factors (KSF).
- The Building Blocks.
- Laser Sharp Focus Objectives for 1 year with Key Performance Indicators/Measures.
- Execution Plan for Each Focus Objective with Milestones Calendar.

### MASTERCLASS™ METHODOLOGY:

Delegates will learn to develop each component of their own Company’s, Department’s or Function’s strategic plan using our Simplified methodology & then learn to develop an Execution Plan with key performance indicators (KPIs) & milestone calendar.

At the end of the workshop delegates will get many easy to use Worksheets specially designed by MasterClass™, to help develop their own Company’s, Department’s or Function’s Simplified Strategic Plan & Execution Plan, which they have learnt how to fill up.

Delegates can then use these inputs from the Worksheets to prepare just a 4-PAGE SIMPLIFIED STRATEGIC PLAN & THE EXECUTION PLAN.

At the end of the workshop, delegates may e-mail the worksheets developed by them to MasterClass™. MasterClass™ will guide them to further fine tune the strategic plan & execution plans developed by the delegates, over telecon for next 15 days.

### WHO SHOULD ATTEND

This workshop is ideal for senior & middle level employees from Corporate, Government & Non-Profit Sector, Small & Medium Enterprises, Start Up Organizations, Women Entrepreneurs, Members of Trade & Industry Associations & Individuals looking to enhance their strategic thinking & strategic execution skills.

### OBJECTIVE & OUTPUT AT THE END OF THE WORKSHOP

This workshop is designed for senior & middle level decision-makers in all functions, from manufacturing and service sector organizations, to help develop holistic yet simplified strategic thinking and strategic execution relevant not only to the organization but to its functional, departmental and individual stakeholders.

Delegates will learn how to develop their Company’s, Department’s or Function’s 4-PAGE SIMPLIFIED STRATEGIC PLAN & THE EXECUTION PLAN, which they can start using or sharing with their organization for acceptance, alignment & execution/implementation as per the milestones calendar.

This 4-PAGE plan is all they will need in the next 5 years, to conduct their regular strategic review & execution review meetings.

### KEY BENEFIT

With a 4-Page SIMPLIFIED STRATEGIC PLAN & EXECUTION PLAN, delegates can lead their companies, their departments or their functions with all their resources, time & efforts focused on a clearly defined direction with laser sharp focus on company’s objectives, so that they can realize the vision and reap the benefits of the immense opportunities provided by the burgeoning Indian Economy.

### WORKSHOP LEADER:

#### Mr Amrish Chheda

**B.Com (Hons), PGDBM (Syd), LL.B. and A.C.S.**



He has spent the past 25 years transforming businesses in Retailing, FMCG, Telecom, Manufacturing & Consulting Industries. He has taught short courses on Strategy, Marketing & Retailing at the Cornell University, We School (Welingkar Institute of Management Development & Research, Mumbai), Goa Institute of Management. He was also guest faculty with a few management schools associated with Mumbai University. He has vast hands-on experience in the areas of Strategic Planning & Execution and is currently advisor in these areas to reputed Companies. He was Vice President of Aditya Birla Retail Limited and a core team member for Future Group’s Pantaloon Retail India Limited where he was responsible for strategizing & setting up new business divisions. As a thought leader, he has been interviewed many times by the national press, including Economic Times, Business Standard, Financial Express, Times of India, The Hindu, Deccan Herald, and Indian Express. He is often invited by several Industry Organizations like CII, FICCI & Maharashtra Chambers of Commerce & Industry to speak at their seminars.

**IN-HOUSE CUSTOMIZED WORKSHOP** This Workshop is also customized as an In-House Workshop for a Corporate Company, Trade & Industry Association, NGO, Government Organization & Women’s Business Association, anywhere in India.

### MasterClass™ Training & Consulting LLP



[www.themasterclass.in](http://www.themasterclass.in)

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