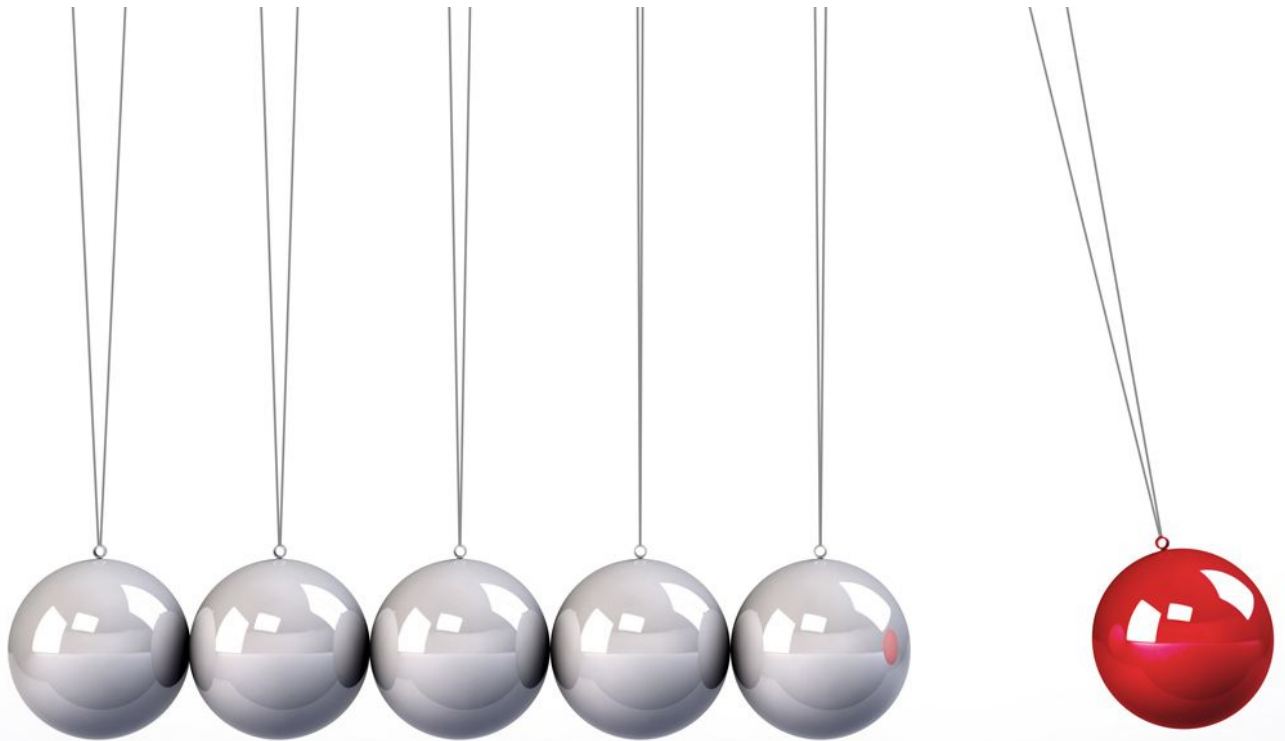




EXECUTION

The last most important things that everyone miss !



Multiply
TRAINING PLUS

TURNING

STRATEGY INTO ACTION EFFECTIVELY

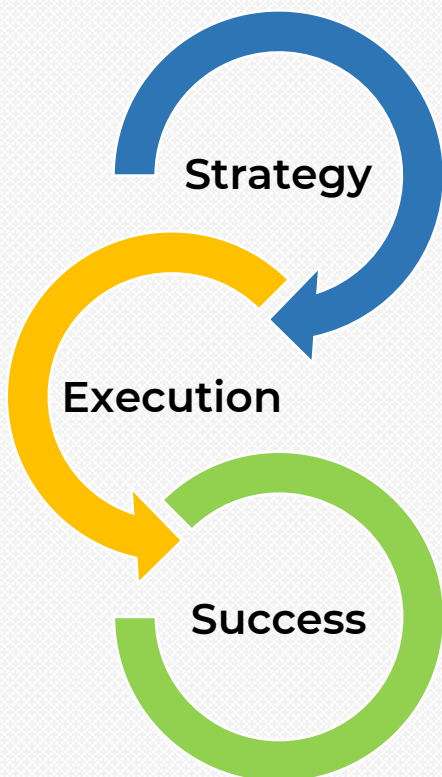
WHY EXECUTION?

Many companies these days are facing difficulties in turning their business strategies into outcome effectively. By providing guidelines and necessary tools, our Execution program enables business leaders to implement their strategies to get concrete results.

WHAT'S IN THE EXECUTION PROGRAM?

The program covers six essential modules that will enable learners to execute with techniques that are applicable in real-life work situations. The participants will develop the capability to implement their strategies with a clear vision of how to accomplish their ultimate goals from the beginning to the end.

Throughout the program, the participants will learn how to bring theory into practice through their own cases. Examples will be brought up to illustrate the importance of good execution in business management.

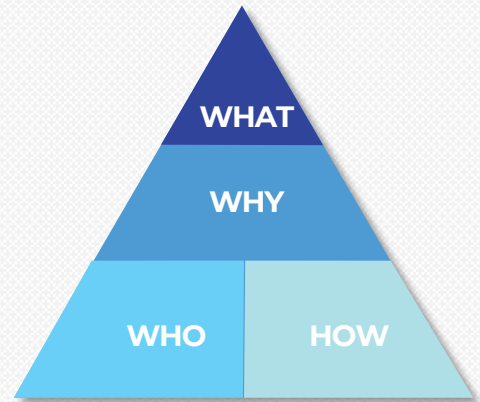


TURNING

STRATEGY INTO ACTION EFFECTIVELY

Program Objectives

- ✓ Learn six components of executions that can be applied to real working situation
- ✓ Practise execution techniques through in-class workshops - from creating and crafting your execution plan to acting toward success



2 – Day Learning Outline

Day 1

9.00 – 10.30

- Module 1 Introduction to Execution
- Workshop: Initiate your plan

10.30 – 12.30

- Module 2 Clearing Stage of Execution
- Workshop: Crafting an execution plan

13.30 – 15.00

- Module 3 Communication Strategy for understanding
- Workshop: Turn you Strategy into a Story

15.00 – 16.00

- Day 1 Summary – Set up a project

Day 2

9.00 – 10.30

- Module 4 Motivating Stakeholders for Buy-in
- Role play: Turn fear into hope

10.30 – 12.30

- Module 5 Consolidation for Experiment
- Workshop: Sharing the plan, receiving feedback

13.30 – 15.00

- Module 6 Acting towards Success
- Role play: Coaching conversation

15.00 – 16.00

- Day 2 Summary – Set up a project



SONGPOL SHANMATKIT

Trainer



ABOUT SONGPOL

- Master Degree in Computer Engineering, Thailand
- 23-year of Direct Marketing Experience specialize in Data Mining and Direct Response Television
- Former Thai Direct Marketer Association. Chairman of Thailand TV Home Shopping Association. Asian Representative of Global Direct Marketing Association, Australia and Electronic Retailing Association, USA.
- University Guest Lecturer and Remarkable Public Speaker in Marketing.