

SIMPLIFIED STRATEGIC PLANNING

A No-Nonsense Guide for Busy People
Who Want Results Fast!



Robert Bradford

Co-Author of "Simplified Strategic Planning"

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Kuala Lumpur: 5 & 6 October 2026



Rave Reviews:

"The course provided us with a comprehensive and step-by-step approach to Strategic Planning. It is fun and the content is substantial. It doesn't look cheap, it's not cheap and I got back my ROI."

Rita Elisha - Principal Assistant Director, Strategic Planning, Ministry of International Trade and Industry

"I learned a lot of things from today's course and I will want to try some of them in my annual planning. I highly recommend the course to future participants. Robert's delivery was great!"

Hassan Abd Rahman - Head of Corporate Strategy Division, Perbadanan Nasional Bhd

"Robert is a dynamic facilitator. His astounding knowledge and experience is mind-blowing. Definitely an enriching experience! Managed to discuss various samples and case studies during the session which is valuable and an eye opener to participants"

Zetty Zabir - Vice President, Etiqa Family Takaful Berhad

"Seeing that we are in the midst of our strategic planning, this talk enriches our team discussion further & Robert is an expert in what he does without a doubt!"

Muzamir Omar - Vice President - Corporate Strategy (Acting Chief Officer), Bank Rakyat

"It's a great course to attend; especially to people who are in position like me as a strategist. Robert is an awesome guru!"

Suhaila Sulaiman - Director of Strategic Resource Division, Inland Revenue Board

"I would say he is excellent and he knows the subject very well and he can talk and deliver. Basically what I can see in general is everybody is participating and happy with this course and I hope that you as an event organizer should conduct this and continue making these courses in the future."

Md Razip Mohd Yusof - General Manager, Asset Operations, Tenaga Nasional Berhad

"He has wide and vast experience. We were able to relate to case studies/samples beyond theories as the insights, case studies and examples that are given are resourceful and enlightening."

Najiha Hambali - Manager - Group Strategic Communications, Petronas

WHAT WILL YOU LEARN BY THE END OF THIS COURSE?

Why Most Companies Fail at Strategic Planning

- Why strategic planning requires a big-picture approach, rather than a single “magic bullet” solution
- How to craft a strategy that is thorough, yet simple

How to Create a Great Strategic Team

- Why you should never plan by yourself
- Who should be on your team...and who must NOT be
- How to build team commitment
- Ways to pinpoint the best team leaders

How to Dominate Your Market

- Why you must define your market with laser-like focus when creating a strategic plan
- The right way to segment your market for maximum profits
- The #1 mistake most companies make when doing segmentation
- How to gain market share...no matter how tough the competition is

How to Get Information You Need

- Why the information you gather is critical to the success of your plan
- The hands-down best way to gather information
- Why you never want too much information...and how to know when you have enough
- The truth about who should gather information for you (hint: the answer may surprise you)

How to Measure Key Success Factors

- The key areas to measure that drive your business
- The accurate way to measure intangibles
- How to create a profitability analysis to uncover and enhance your best profit centers
- The one thing you must always measure to ensure the very survival of your company

How to Find Your Unique Strategic Competency

- Why every company must find its strategic competency and what to do if you can't find one
- The three elements of every strategic competency
- How to sustain your strategic competency
- The three specific tests that every strategic competency must pass

How to Make Good Assumptions

- How to avoid one of the biggest mistakes of strategic assumptions
- How to anticipate the turning points in a trend
- What to do when it's impossible to make a reasonable prediction
- The four steps to minimizing assumption errors
- How to prepare for the unexpected

How to Select and Exploit Your Best Opportunities

- How to avoid the dreaded “group think”
- How to use creative brainstorming to uncover breakthrough ideas
- How to stimulate creative thinking about opportunities
- The four criteria you should use to assess the viability of any new opportunity

How to Protect Your Company From Potential Threats

- The most important question your company must answer to anticipate any strategic threats
- The five steps you must take to minimize the impact of any significant strategic threat
- How to evaluate perceived threats to identify those with the greatest potential impact

How to Determine Your Strategic Focus

- The six options for your company's strategic focus
- How to align your strategic focus with your strategic competencies
- The four key factors of market attractiveness
- The seven key characteristics of your competitive position
- The five core business strategies
- How to select the best strategy for each market segment
- The four options for your competitive strategy
- How to select a competitive strategy for each market segment

Get From Where You Are To Where You Want to Be

- How to set measurable, specific and achievable strategic objectives
- How to achieve 80% to 90% of your strategic objectives (most company achieve only about 30% of their objectives)

How to Best Allocate Your Resources To Meet Your Objectives

- How to determine resource needs and availability
- How to find the money and the time to carry out your strategic plans

How to Most Effectively Use Your Strategic Plan

- Why the planning process produces better results each time you use it
- How to use your daily behavior to communicate your plan throughout the company
- When to update your plan
- How often to monitor your progress

INTRODUCTION

This course will teach you both the concepts and the step-by-step logistics behind the Simplified Strategic Planning process, a comprehensive approach to creating a complete, workable strategic plan in about 7 days of meetings. The focus of the course is on reaching a robust strategic conclusion quickly and driving from that conclusion to effective implementation plans.

SESSION 1

EXTERNAL SITUATION

- Markets
 - Key data to collect on markets for strategic planning
 - Customer behavior and strategy
 - Market segmentation
- Competition
 - Key data to collect on competitors
 - Where to get competitive data
 - What matters most about a competitor
- Other external factors
 - How technology can make or break strategy
 - Supplier Market dynamics
 - Economics and strategy

SESSION 2

INTERNAL SITUATION

- Financials
 - The role of the balance sheet
 - Assessing your income statement
- Measures of performance
 - Measures you should use to think about strategy
 - Why financials aren't enough
 - How to select the most important measures
- Profitability analysis
 - Using the profitability analysis to spot strategic issues
 - Why profitability shouldn't dictate strategy

SESSION 3

STRATEGIC CAPABILITIES AND COMPETENCIES

- Quick strengths and weaknesses
 - Defining your capabilities quickly, without fuss
 - Pitfalls in using strengths and weaknesses in strategy
- Strategic competencies
 - Understanding competencies, and why you should invest in it
 - Identifying your strategic competency



GROUP EXERCISE

An example of strategic competency in a multi-unit company.

SESSION 4

ASSUMPTIONS

- Market assumptions
 - Projecting changes in your markets
 - Key data to assess in formulating strategy
- Competition assumptions
 - How to see how you will stack up against the competition in the future
 - Understanding how you can change your competitive position
- Opportunities and threats
 - Brainstorming the best opportunities
 - How to separate the best opportunities from the good ideas
 - Highlighting the most critical threats to your strategy
- Industry scenario and winners' profile
 - Projecting the more distant future
 - Using the far future to guide your strategic thinking

WHY YOU SHOULD ATTEND

This course is perfect for you if your existing strategic planning is not giving you the results you need or if you are new to strategic planning.

Poor strategic planning is worse than no strategic planning. It can be a big waste of time and money. Even worse, it can lead to disaster. Avoid all this with **Simplified Strategic Planning** - a proven process to focus for superior performance without straining your resources.

Whether you've been doing strategic planning for years or starting from scratch, you can acquire a streamlined process for developing and implementing your strategy. In just two days, you will have learned this time-tested methodology, which has produced outstanding results for thousands of companies from a wide variety of business types.

WHO SHOULD ATTEND

This seminar is SPECIFICALLY designed for C-level executives who are tasked with determining the best course and direction for their companies.

- CEO, CFO, COO's
- Heads of Operations
- Strategic Planning / Corporate Planning
- Finance
- Human Resource
- Marketing, IT, Engineering, Business Development
- ..as well as other executives who report to the CEO.

INTRODUCTION

On day two, we draw upon the data and ideas from day one and combine them to produce strategies, objectives and execution plans. The focus of this day is on devising well-integrated strategies that create competitive advantage, and managing execution.

SESSION 5 STRATEGIES

- Strategic assessment
 - Identifying market attractiveness
 - Identifying your competitive position
 - Using your position to begin strategic thinking
- Strategic issues
 - The one strategic issue every company must address
 - How to identify and resolve most of your strategic issues
- Strategies
 - Defining strategies for market segments
 - Capturing your vision about your strategic focus
 - Building a set of capabilities to support your vision

SESSION 6 GOALS AND OBJECTIVES

- Mission statement
 - Why you need a mission statement – and why you don't
 - How to get your mission written down in 30 minutes
- Goals
 - Defining corporate goals
 - Relating goals to measures of success
 - How goals can drive execution – and how they shouldn't
- Objective setting
 - How to set objectives for optimal execution
 - What to do with objectives that you don't select for execution

SESSION 7 ACTION PLANS

- Action plan writing process (group exercise)
 - Formulating action steps
 - Sequencing action steps
 - Allocating resources to action steps
- Rules for better execution
 - Tips from companies that achieve 100% of their objectives
 - How to build better execution into your processes and culture



GROUP EXERCISE

Action plan writing process

SESSION 8 BUDGETS

- Cash flow budget
 - Using the cash flow budget to protect your company
- Investment budget
 - How to prioritize spending on strategic initiatives
- Five year projection
 - Testing your strategic plan as a hypothesis
 - How to quickly use your strategic plan to create a five-year budget forecast

SESSION 9 SCHEDULES AND AGENDAS

- Time budgeting process
 - Understanding the role of time in strategy execution
 - How to allocate time and schedule execution for better results
- Schedules
 - Putting the whole strategic planning process together – what to do and when
 - How to modify the process to fit your company
- Monitoring process
 - How to keep your strategic planning dynamic and alive
 - How to assure excellent execution by monitoring

PROGRAM SCHEDULE

0900	Start
1020	Morning Break
1245	Lunch
1500	Afternoon Break
1700	End

MEET YOUR FACILITATOR



Robert Bradford

*Author of Simplified Strategic Planning:
A No-Nonsense Guide for Busy People Who
Want Results Fast!*

Robert Bradford is a globally recognized strategic planning expert who has led strategy initiatives for dozens of companies across multiple industries, helping clients achieve over **USD 50 billion in net profit growth since 2001**.

With over 30 years of hands-on experience, Robert is known for transforming complex management theory into **practical, results-driven strategies** that organizations can apply immediately. His engaging style blends broad knowledge with **humorous insight**, resulting in seminars that are both lively and highly practical.

Filled with relevant real-world examples and actionable tips, his presentations consistently resonate with business audiences worldwide.

Robert is the President of the Center for Simplified Strategic Planning and co-author of the Simplified Strategic Planning Manual. He is also the author of the best-selling book "Simplified Strategic Planning: A No-Nonsense Guide for Busy People Who Want Results Fast!" along with three other books.

An Ivy League graduate of Princeton University with an A.B. in Military History, Robert holds an MBA from the Amos Tuck School of Business Administration and has completed postgraduate studies at the London Business School. **His seminars are practical, insightful, and designed to leave participants with clear, actionable strategies they can implement immediately.**

CLIENTS THAT HAVE BENEFITED INCLUDE:

BANKING & FINANCE

- Maybank
- Permodalan Nasional Berhad (PNB)
- AmBank Group
- Alliance Bank
- AFFIN Investment Bank
- RHB Bank
- Public Bank
- CIMB Niaga
- Bank Muamalat Malaysia
- Bank Rakyat Malaysia
- Bank Simpanan Nasional
- Bursa Malaysia
- HSBC
- Kuwait Finance House
- MNRB Holdings
- Etiqa Insurance & Takaful
- Takaful Ikhlas
- Sun Life Malaysia
- OCBC Bank
- Export-Import Bank of Malaysia
- Pelaburan Hartanah Berhad
- Perbadanan Nasional Bhd (PERNAS)

GLC's & MNC's

- Hartalega NGC
- Pfizer
- Central Sugars Refinery
- Intel Microelectronics
- F&N Beverages
- UMW Advantech
- Philip Morris
- Malayan Flour Mills
- Lumut Maritime Terminal
- FELCRA Bhd
- Airasia Berhad
- Bintulu Port Holdings
- Johor Port
- MRT Corp
- Prince Court Medical Centre
- IJN Holdings

DIVERSIFIED CONGLOMERATES

- DRB-Hicom
- Sime Darby
- UEM Berhad
- Sunway Berhad

ENERGY, OIL & GAS

- Petronas
- Tenaga Nasional Berhad
- Malakoff Corporation
- Hengyuan Refining Company
- Mubadala Energy
- Chevron Thailand
- Sarawak Energy
- Sabah Electricity
- Gentari
- Kapar Energy Ventures

MINISTRY / STATUTORY BODY

- Employees Provident Fund (EPF)
- Inland Revenue Board of Malaysia (LHDN)
- Lembaga Tabung Haji Malaysia
- Ministry of Investment, Trade & Industry (MITI)
- Malaysian Investment Development Authority (MIDA)
- Majlis Amanah Rakyat (MARA)
- Malaysia External Trade Development Corp (MATRADE)
- Social Security Organisation (SOCSO)
- Tourism Malaysia
- SIRIM

TESTIMONIALS FROM PAST ATTENDEES

"I would like to recommend others to also take the opportunity to also attend this program, this course. I think it is a good move by the company to bring him into Malaysia and provide opportunities for the high level strategic planners to understand more about how they should develop."

Abu Bakar Yusof - Director, Strategic Planning, MATRADE

"Training provide practical and hands on tools for us to apply in our company. The strength of the event was the examples and stories from real life corporation. Very well organized training by Kexxel Group!"

Fong Meng Chow - Finance Director, Eastern & Oriental Berhad

"Trainer has excellent knowledge and experience in the subject matter. The training is well organized and timed with very useful course notes. From this training, I learnt what strategic planning is and why it is critical to the company!"

Hasanul Isyraf Abdul Hamid - Manager Economics & Commercial, Vestigo Petroleum

"The trainer is superb and the training is very effective. I find the manual provided by the organizer as a great execution tool. As for Kexxel, keep up the good work!!"

Faridah Maarof - Senior Director, Multimedia University

"This was very detailed course which enriched us with a lot of proven concepts. I loved the speaker, he is very experienced in his field and all his examples could be related to the real life situations. Very good organization of the training - thanks to Kexxel."

Wan Mohd Fadzlullah - Executive Vice President, Takaful Ikhlas

SIMPLIFIED STRATEGIC PLANNING

Kuala Lumpur, Malaysia
5 & 6 October 2026

Registration Inquiries:

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☎ : +6011 1633 1600

✉ : boon@kexxel.com

REGISTRATION FORM***Get 1 FREE seat if you send 3 pax! (3+1 Package)****Registration Fee**☐ RM 8,795☐ Send 3, get the 4th seat for FREE!*Fees quoted does not include 8% SST. **HRD-Corp Claimable.****Company Name:** _____**Delegate 1**

Name : _____
Job Title : _____
Email : _____
Mobile : _____
Direct Line : _____

Delegate 2

Name : _____
Job Title : _____
Email : _____
Mobile : _____
Direct Line : _____

Delegate 3

Name : _____
Job Title : _____
Email : _____
Mobile : _____
Direct Line : _____

Delegate 4 (FREE if you send 3 pax)

Name : _____
Job Title : _____
Email : _____
Mobile : _____
Direct Line : _____

Authorization (Mandatory)

Name : _____
Job Title : _____
Email : _____

Signature : _____
Date : _____

***Signatory must be authorised to sign on behalf of contracting organization. This booking is invalid without a signature.**

Payment Method☐ Bank Transfer☐ Credit Card☐ Visa☐ Mastercard

Name on card : _____

Card number : _____

Expiry date : _____ CVV : _____

Signature : _____

**Email the completed form to boon@kexxel.com****TERMS AND CONDITIONS**

Privacy: Any information provided by you in registering for this event is being collected by Kexxel Group and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about Kexxel Group events and services.

HRDCorp SBL-KHAS Training Grant: Must be applied prior to the event date and the approval letter must be submitted to Kexxel Group.

Cancellation Fee: A cancellation fee equivalent to 50% of the registration fee will be charged for any cancellations received more than 30 days prior to the event. A 100% cancellation fee will be charged for any cancellations received 30 days or less prior to the event, under the terms outlined below.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course. Kindly notify us directly for any substitutions.

Force Majeure: Kexxel Group may cancel, reschedule, rename, or relocate the Event due to circumstances beyond its reasonable control, including but not limited to acts of God, war, terrorism, government action, or labour strikes. If the Event is cancelled due to such circumstances, Kexxel Group will refund payments received, less any costs and expenses incurred, in full settlement of all liabilities. If the Event is rescheduled (within 30 days), renamed, or relocated within the same city, no refund will be due, and attendees will be allocated an alternative seat or space as deemed appropriate by Kexxel Group. If Kexxel Group cancels the Event for reasons other than those stated above, a full refund of the registration fee will be provided. Kexxel Group reserves the right to substitute speakers and/or modify programme topics as necessary, with updates reflected on the official website. Promotions such as "Send 3 and get the 4th free" are subject to Kexxel Group's discretion. In the event of a no-show, the complimentary seat will be deemed cancelled and full payment remains payable as invoiced.