

# 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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Brunei: 12 & 13 October 2026



## *Rave Reviews:*

"I had the pleasure of attending this session facilitated by Robert and can't recommend him highly enough. His ability to engage the team was remarkable."  
**Rahimah Binti Haji Badar - Special Duties Officer Grade I, Prime Minister's Office, Brunei**

"Robert's insights to practical ways/methods for strategic planning really helped to move beyond the theoretical side of designing a strategic plan. I liked the experience shared by Robert as it illustrates the theories better including what to watch out for."  
**Hjh Rafezah binti Hj Abdul Rahman - Executive Director, Brunei Darussalam Central Bank (BDCB), Brunei**

"Robert is very knowledgeable and caring. He ensured all delegates get something to take back to office for implementation. This topic is very targeted for top management which indeed requires it. We are able to learn and understand the overall framework with step-by-step process flow."  
**Ruby Saw - Acting Chief Financial Officer, Royal Brunei Airlines, Brunei**

"The trainer is very knowledgeable with the strategic planning and very insightful. I can see how the trainer tried his best to come up with realistic and relatable examples to make the participants understand the topic better. Very thoughtful on the training materials. It's good how Kexxel Group provided long list of business learning and strategic networking platforms."  
**Amirah Amanina Binti Hasmi - Strategic Delivery, The Brunei Economic Development Board, Brunei**

"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."  
**Najija Hambali - Manager - Group Strategic Communications, Petronas**

"The trainer himself is a good speaker. His knowledge and ability to apply his experience and knowledge in detail to the course are very good. The trainer's broad experience and his ability to adapt the knowledge and apply it to the variety of organizations was the strength of the event."  
**Hj Muhammad Yazid B Awg Hj Zainal - Head of Planning, Muara Maritime Services, Brunei**

"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**

## 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

<b>0900</b>	Start
<b>1020</b>	Morning Break
<b>1245</b>	Lunch
<b>1500</b>	Afternoon Break
<b>1700</b>	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**

"Robert has demonstrated both a solid academic and practical knowledge, and hands on experience with strategic planning. Well worth the time and investment in this training. The speaker also provided an excellent listing of 'real life' examples to support the material. Very solid process to conduct strategic planning. Also, excellent hand outs and templates that we can directly apply."

**Jim Rilotta - Deepwater Planning Manager, Chevron**

"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**

"Robert provided critical implementation tools to generate effective results. The sharing of pitfalls and why projects fail were the main strengths of this course. Kexxel Group was well organized and I would be interested to attend more of such workshops!"

**Danny Por - Assistant Vice President, Singapore Post**

"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 Fadzullah - Executive Vice President, Takaful Ikhlas**

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**Kexxel**  
GROUP

# SIMPLIFIED STRATEGIC PLANNING

Brunei  
12 & 13 October 2026

Registration Inquiries:

☎ : +603 2282 1688  
 📞 : +6011 1633 1600  
 ✉ : boon@kexxel.com

## REGISTRATION FORM

**\* Get 1 FREE seat if you send 3 pax! (3+1 Package)**

Early Bird Register Before 13 Aug 2026	Special Discount Register Before 10 Sep 2026	Normal Rate Register after 10 Sep 2026
<input type="checkbox"/> USD 1,795	<input type="checkbox"/> USD 1,895	<input type="checkbox"/> USD 1,995
<input type="checkbox"/> Send 3, get the 4th seat for FREE!		

\*Fee quoted does not include GST / VAT or withholding tax (if applicable).

**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.

From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

**Payment Terms:** Payment must be received before the commencement of the event. Following registration, all payments must be executed within the terms herewith irrespective of attendance..

**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:** If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Send 3 and get the 4th pax for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced. Due to limited event space, we strongly advise early registration to avoid disappointment.