

# Strategic planning insights for brand custodians: Cape Town, 29 October

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'Strategy in a Day' is a one-day course that will leave you empowered to leverage strategic planning; to embrace it; to add value and gain that competitive advantage we are always looking for. This course takes a holistic view of strategy, giving you the solid foundations of what strategy actually entails. It demystifies a field that has been wrongfully become an enigma to many. 'Strategy in a Day' takes you on a liberating journey from the very origin of strategic planning, its recent migration into business to its everyday application. The course is exceptionally popular with hundreds of delegates having attended nationwide.



Sid Peimer's  
**Strategy in a Day**  
*Essential Strategic planning insights  
for brand custodians.*

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HERE

CAPE TOWN  
29 October 2014

Its immense value to the strategic capability of organisations is clearly demonstrated by the fact that up to a third of delegates are from companies that have sent staff before.

Everyone agrees that strategy is important, but very few concur on what strategy actually is. With 'Strategy in a Day' you go to the very foundations of strategy, 'getting it' from the ground up. At the end of the day you will have journeyed through the twists and turns of strategic planning to emerge with a vista on planning you never thought possible.

## Who should attend?

- Brand custodians who wish to develop a wider pallet for their brand's strategic options.
- Client service: Account executives/managers/directors.
- Creatives who want to produce more impactful work that is still 'on strategy'.
- Strategic planners with less than five years' experience in the planning function (or seasoned planners who'd like a fresh perspective).
- Business owners and business unit directors.
- Entrepreneurs and anyone for whom strategic planning is a critical success factor.

## Course outline

The course is divided into modules incorporating all the skills required to master the four-step regimen required for effective strategic planning: extract-analyse-construct-communicate. These modules do not run sequentially, but are built on throughout the day.

Please note that this course does not conflict with any existing planning methodologies or proprietary tools you may currently be using.

Content includes:

- Loaded with case studies: LEGO - from near bankruptcy to stardom, iPod vs Walkman, the Microsoft Zune, Lion Lager (don't mention the beer), Zima, the Belgium Coke incident, Robin Hood and more...
- The historical origins of strategy
- The evolution of modern business strategy: Andrews, Chandler, Ansoff, Mintzberg
- Strategic planning schools of thought
- Social media memes
- Vacansopapurosophobia
- Blue Ocean Strategy, the Balanced Scorecard, Porter's 5 Forces and the BCG Matrix
- The crucial role of problem definition
- The relationship between goals, objectives, strategies and tactics (untangling the mess)
- And plans? Where do they fit it?

- Insights
- Why strategies are stories: Kamishibai
- The inverted pyramid and other communication essentials to get your strategy across
- Digital overview (and why nothing has changed since Pompeii)
- Deliberate, unrealised and emergent strategies
- Occam's Razor applied to: Consumer Based Brand Equity, Positioning and Segmentation
- Sadistic statistics
- When research goes horribly wrong
- Brand ecosystems
- Pitching

## Delegate feedback

- Loved it - would highly recommend
- Awesome stuff - gave me great insights
- I now 'get' strategy
- I thought it would be boring
- Excellent content
- I can apply what I learnt
- More interesting and exciting than I thought
- Informative and entertaining
- Beyond expectations
- Loved all the examples
- I just wanted to thank you for the very insightful workshop. I found the course outline very entertaining and the content was fascinating. My colleagues and I thoroughly enjoyed it and look forward to the next one
- "I attended your course. The impact it had on my life was immense. Thank you." Tseko Shibambu

## Book today

Only R1,999 ex VAT pp

Easy to register: just email [zelda@stratplanning.com](mailto:zelda@stratplanning.com) with number of delegates and what is required on your invoice or call 071 656 1206

For course content enquiries contact [sid@stratplanning.com](mailto:sid@stratplanning.com) or call 082 659 9167

Cost includes lunch and teas.

Delegates need not bring anything - but if you are sending someone from your company please make sure they have gone over the syllabus on this page or the website [here](#).

**Date:** Wednesday 29 October 2014

**Time:** The course starts promptly at 9am and finishes at 4pm.

**Venue:** Cape Town Graduate School of Business, Breakwater Campus, 8 Portwood Road, Green Point. Coming down Portwood Road to the Waterfront, turn first right to find the parking. Note that no parking is available at the main hotel entrance.

## Who has Stratplanning inside?

Thousands of people from a wide array of organisations have benefited from Stratplanning's training and consulting, some of which include:

ABSA, KPMG, Saatchi & Saatchi, Cell C, FCB, Department of Public Enterprise, Engen, ETV, Ireland Davenport, Joe Public, Johannesburg University, Juma, King James, Mr. Delivery, Netcare, Ogilvy Healthworld, Old Mutual, Sanlam, Spur Restaurants, Standard Bank, TBWA, The Hardy Boys, The Jupiter Drawing Room, Virgin Money, Y&R, AdVentures, AdVTech, Affinity, Africa Red, Afrikings, Aristos, Artifact, AVstage, Bakgone Consultancy, Barclays, Beachhead Media, Berry Bush BBDO, Black Sash, Blast Brand Catalysts, Boomtown, BrainReserve, Brandsmith, Cape Cookies, Cape Peninsula University of Technology, Caxton Magazines, Chillibush, Conceptualise, Creative Counsel, Creative Performance, Creative Zoo, DDB South Africa, Delirium Advertising, Elements, Expotrends, Faction Media, FCB, FD Communications, Fine Healthcare, Forwardslash, Fountainhead, Four Pin Plug, Fuse Net Solutions, Havas, Healthshare, Hellocomputer, Hoi Salsa, Idea Engineers, Imperial Bank Medical Finance, Indigo Marketing, Inroads Advertising, Inzalo Communications, iProspect, Legal Resource Centre, Leo Burnett, Lesoba Difference, LoweBull, Luci Ferin, McEwan Advertising, Media Assault, Media Shop, Mediacore, Medshield, Metropolitan Republic, Missing Link, Mortimer Harvey, MSC Business College, MEC Carat, Multichoice, Naledi Media, Native, Nelson Mandela Metropolitan University, Nedbank Limited, Nine Yards Communications, Nkuzi Development Association, Now Media, Oaktree Marketing, OFYT, ORD, Paddington Station, PR Worx, PRIMApoximity, Promise Group, Publicis, Purpleberry, Radioheads and United Stations, Red Cross Children's Hospital Trust, Regenesys, SA Institute for Advancement, Robot Dwarf, SA Institute for Security Studies, Sabinet Online, Salient, Singh & Sons, Statal, Strategix Shift, Strika Communications, Studentwise, Studies in Poverty and Inequality Institute, The Media Connection, The Mediashop, Time-Square, Traffic Integrated, Troika Imagineering, TWT, Underline, Unilever, University of Johannesburg, University of Pretoria, University of the Western Cape, University of the

### **About your trainer**

The course is facilitated by Sid Peimer, the veritable Indiana Jones of strategic planning. He has planned in virtually every category - from start-ups to blue chip; from prescription drugs to FMCG. He has also mentored and trained strategic planners who have made their mark in the industry today. Sid qualified in pharmacy and has an MBA from the University of Cape Town, but woke up with a jolt to discover the challenging and creative world of strategic planning. His life reads as somewhat of an adventure novel, covering many eclectic areas: shop assistant, CEO of a chemicals company, door-to-door salesman, copywriter, creative director, national franchise manager, retail pharmacist, laboratory assistant, professional actor, suntan sprayer, karate instructor, SARA-rated river guide and lecturer in marketing and consumer behaviour. And of course - strategist. He is a popular speaker and trainer for both the private, academic and NGO sectors. He is the author of *Business for the New and the Free* which was prescribed by Damelin College for their Business Enterprise course, as well as *The Clear Win* available on Amazon. He lives in Cape Town, consulting and training in strategy nationwide. He writes extensively for Bizcommunity and is the 1973 Paarl Coca-Cola yo-yo champion.

### **Don't lose your seat - register today**

Easy to register: just email [zelda@stratplanning.com](mailto:zelda@stratplanning.com) with number of delegates and what is required on your invoice or call 071 656 1206

For course content enquiries contact [sid@stratplanning.com](mailto:sid@stratplanning.com) or call 082 659 9167

Course also popular as an in-house workshop for the entire team.

For more on Stratplanning, visit the website [here](#)

For more, visit: <https://www.bizcommunity.com>