

Developing Organizational Strategy for Non-profit Organizations (NPOs)

Training Objective

This program aims to

- explain to participants on what organization strategy is all about
- assist participants to define the organization's vision and mission of their working organizations
- review and chart its strategic development over the next few years and for a longer period
- familiarize participants on how to turn organization strategy into concerted actions.



Target Participants

Executives who are serving in non-profit organizations

Program Content

- The elements of a workable strategy statement with particular reference to NPOs
- The meanings of vision and mission; goal and objective; strategy and tactics
- Basic building blocks of an effective organization strategy
- Analyzing organization environments for NPOs
- Understanding the stakeholders of NPOs and the impact of their interaction on strategy
- Formulating organization strategy: content and process
- Communicating organization strategy
- Alignment of organization vision, mission, objective, strategy and operational behavior of managers, administrative staff and frontline staff

Training Methodologies

- A **lecture** input to participants on a system of vision, mission, strategy and objectives and its conceptual understanding
- A summary **presentation/case studies** session on existing/past organization strategies for NPOs
- A **brainstorming** session on idea sharing, opinion exchange and idea generation so as to updating/refining organization strategy to cope with environmental/market changes
- A **discussion** session on how organization strategy could be implemented

Date & Time:	26 th March, 2019 (Tue) 9:30am – 5:30pm
Venue:	21/F., Gala Commercial Center, 56 Dundas Street, Kowloon
Language:	Cantonese with English Teaching Material
Fee:	HKD2300/*HKD2150 (*Discount for payment settled on or before 5 th March, 2018, or 3 delegates apply together.)
Certificate:	Participants who successfully complete this course will be issued a Certificate of Attendance from CED School of Business.
Enquiry:	Tel: (852) 21539887 Email: training@ced.edu.hk

Trainer

Dr K.F. CHAN

BSocSc (Hons) (CUHK); MBM (Adelaide); PhD (South Australia); Cert in ITP (Milano)

Dr. K.F. Chan was the Deputy Program Director of MBA (China) program and an associate professor of strategic management in the Department of Management and Marketing at the Hong Kong Polytechnic University. He is currently employed as the visiting lecturer in the Department and provides consulting and training service to companies in Hong Kong and China. Dr Chan is specialized in entrepreneurship, SME development and management, strategic decision making of new ventures and strategic behaviour of CEOs, strategic planning and control, organizational performance measurement system and balanced scorecard etc. He has been sought after by more than ten thousands delegates who are coming from commercial, public sectors and non-profit organizations.

Enrolment

Please make cheque payable to “**CED School of Business Limited**” and send it together with this form to:
CED School of Business, Room 1314, 13/F., Gala Commercial Center, 56 Dundas Street, Kowloon

Enrolment Form			
Developing Organizational Strategy for Non-profit Organizations (NPOs) (26 March 2019)			
<i>Applicants should fill in all details in block letters and fax to (852) 2770 3230 or e-mail to training@ced.edu.hk</i>			
Company Name:		Contact Person Name:	
Address:		Telephone:	
		Position:	
		Email:	
Delegate Name (Mr/Ms):		Delegate Name (Mr/Ms):	
Position:		Position:	
Telephone:	Fax:	Telephone:	Fax:
Mobile:		Mobile:	
Email:		Email:	
<ul style="list-style-type: none">✓ Seats are limited and available on a first-come-first-served basis.✓ Confirmation of class schedule will be sent one week before class starts. If you do not receive any confirmation three days prior to the course, please call (852) 2153 9887✓ Payment should be made together with the enrolment form before the course commencement or before the early bird deadline.✓ Applicants are expected to attend the training at the place and time specified in the leaflet. In case of cancellation, please notify us in writing 14 working days prior to the event. Substitutions can be made at any time without penalty.✓ Should a delegate fail to attend or withdraw after cancellation deadline, the full course fee remains payable and no refund.✓ Official receipt will only be issued upon written request.✓ Training Services Provider reserves the right to make alternations regarding arrangements.✓ Which channel do you get the information of this training courses? 1. <input type="checkbox"/> Fax 2. <input type="checkbox"/> Email 3. <input type="checkbox"/> Website 4. <input type="checkbox"/> Seminar 5. <input type="checkbox"/> Facebook 6. <input type="checkbox"/> LinkedIn 7. <input type="checkbox"/> Advertisement 8. <input type="checkbox"/> Business Manager 9. <input type="checkbox"/> Others: (Please specify) _____			

All the above information will be strictly used by CED School of Business for processing the application of the course only. For the details of the Personal Data (Privacy) Ordinance, please visit: <https://www.pcpd.org.hk/english/files/pdpo.pdf>

I agree and accept the above terms and conditions Signature: _____ Date: _____