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Strategic Planning in a Fast Changing Business Environment

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Abstract

This talk will use Compaq Computer as a model to illustrate how strategic planning can be executed in a fast changing and highly competitive business environment to ensure the continued success of the company.

Lim will share with you his experience on how you can use strategic planning to exploit the opportunities and counter threats from technology changes, market shift and changes in consumer behaviour. You will see how you can get your company off the re-structuring and re-engineering treadmill and onto the elusive path of corporate re-vitalisation. You will also develop the industry foresight to proactively shape industry evolution and establish a truly strategic intent to mobilise the entire organisation in its pursuit.