



OSTRAM Laboratory

Objectives, Strategic Planning and Milestones – This is a 3-day on-site Business Strategy Planning consultation where we help facilitate organisations draw up their 5-year Corporate Objectives, Strategic Plans and Milestones. Companies need to do this every 5 years (sometimes shorter) to make broad long-term objectives that are not possible to be achieved within a year or two. OSTRAM assists in putting up systematic methods for the management to conduct the strategic planning against the backdrop of the economic, technological and competitive landscape of the day; and to come up with clear and simple milestones for every key initiative identified in every year in question.

"The best way to predict the future is to create it."

-Peter F. Drucker

Future-proof your Business, by building the future business building blocks today.



The facilitator, Zaharin Ali, has over 28 years of working experience, with many years in the top leadership position. He is well experienced in forming and implementing strategic plans, managing risks and business continuity, securing and managing customer relations, and developing human talents. As a management practitioner, he has been involved in numerous leadership programs, and had been involved in extensive change management projects servicing more than 5,000 Government and Private sector clients. His career included being Head of Company for a Government-linked company, and Group CEO for a large IT company based in Kuala Lumpur. Prior to that, he was Vice President for a MSC flagship company in Cyberjaya. Zaharin holds a Master of Business Administration (Finance) and double Bachelor of Science degrees in Electrical and Computer Engineering. He is also a certified HRDF RPL assessor and HRDF trainer. He is currently completing his Doctorate programme in Business Administration.



Upon having the organisation's clear Vision & Mission, it becomes imperative that companies periodically set their medium-term goals that would stretch from 3 to 5 years. This is because many strategies can only be achieved over an extended period of time that would not be completed within only one year. Whilst the Vision statement of the company directs towards the long-term ambition, these medium-term goals break up the long journey into manageable and measureable targets, allowing companies to re-strategise as they attempt to edge closer and closer to the long-haul destination.

The 3 to 5 year Business Strategy Planning will need to focus on everything strategic. Strategies are what can drastically re-define and shift the organisation's core concentration areas and business discipline. These discussions must be in view of the current and future context of the business landscape, social environment, technological advancements, and competitive information.

These strategic medium-term goals known as corporate Objectives provide clear destination statements. They need to be supported by the right actions across the period of concern, i.e. the strategies. Each strategy in turn needs defining milestones to mark critical events to be achieved every year. Having done all these, the organisation is now ready to focus on the yearly business activities, providing the right motivation and constantly moving the workforce towards achieving the longer term goals.

This lab is a priority management concern. Apart from the top Chief Executive to lead the laboratory discussions, all senior management should be required to fully participate and provide their reports and insights into future improvements together.

What We Do

We help companies by facilitating and providing a simple yet methodological framework in achieving their 5-year Business Strategy Planning discussions, garnering inputs from every possible source. We assist by helping to identify their key strengths and weaknesses, against the changing business landscape and competitive environment, minus any internal or external biasness that otherwise may prevail if such discussions were facilitated internally. Discussions and presentations would be narrowed and focused towards arriving at definitive medium-term objectives, strategies and milestones. Finally we help to improve the definitions of the organisational key performance indicators using our experiences and our very own practical approach to performance management.

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