

Masterclass for Directors (MCD) Programme
MCD 3: The Board in Strategy Formulation

Target Audience	:	Directors seeking to enhance their understanding of the role of the board in strategy formulation and execution governance.
Date	:	Tuesday, 22 Sep 2020
Time	:	9.00 am to 5.30 pm
Cost	:	SID Member: S\$720 (excl. GST); S\$770.40 (incl. GST) Non-SID Member: S\$990 (excl. GST); S\$1059.30 (incl. GST)
CPD	:	8 hours

Course Description

The board is ultimately responsible for the company’s long-term success. Directors play a key role in the setting of the strategic direction of the company and overseeing its implementation. It is therefore essential for an organisation to have a well-thought through strategy for success. The essence of strategy lies in the structured processes to nail down the right key decisions in order to stay competitive and thrive in the long term. Getting the business model right plays a vanguard role in strengthening the organisation towards better long-term performance.

This course is a knowledge-driven, interactive and case-based workshop. It is designed to deepen directors’ understanding of business strategy, innovation and its converging governance processes. It further expounds on the board’s role vis-à-vis management’s in strategy formulation and execution.

Course Objectives

1. Deepen participants’ understanding of business strategy and its processes.
2. Provide an understanding of the board’s role in strategy formulation.
3. Educate participants on assessing and managing strategy execution.

Programme

9.00 am	Presentation
10.45 am	Break
11.00 am	Presentation (continued)
12.30 pm	Lunch
1.30 pm	Presentation (continued)
3.00 pm	Break
3.15 pm	Presentation (continued) and case study
5.30 pm	End of programme

Speaker



Dr Wilson Chew
Partner, PwC Singapore

Dr Wilson Chew is a Partner at PwC Singapore. He specialises in Strategy in the Entrepreneurial & Private Clients practice in the firm. In 2012, Dr Chew was appointed to the board of Swee Hong Limited, an infrastructure and civil engineering company listed on SGX. He serves on the board of the National Arthritis Foundation, a charity with the Ministry of Health.

In 2008, Dr Chew was awarded the Asia Brand Leadership Award for his outstanding contribution to the applied knowledge of brand strategy in management science. He has authored three books: *Transforming Your Business into A Brand: The 10 Rules of Branding*, *Killer Differentiators: 13 Strategies to Grow Your Brand*, and *B2B: 10 Rules to Transform Your Business into A Brand*.

He holds a Doctorate in Business Administration from the University of South Australia, an MBA from the University of Strathclyde Graduate Business School (where he currently serves as a visiting lecturer) and an Executive Diploma in Directorship from SMU/SID. He has also completed the Corporate Board Leadership programme at Harvard Business School. He lectures at SMU's Lien Centre for Social Innovation and served as one of the university's advisors in the Wharton-SMU-IBM Business & Industry Insight Programme.

Registration

Please register online at www.sid.org.sg by **15 Sep 2020**.

Course Enquiries

Email : events@sid.org.sg

Tel : (+65) 6422 1188

Fax : (+65) 6422 1199

Upon successfully enrolling for the course, you are deemed to have read and accepted SID's Terms and Conditions stated overleaf.

TERMS AND CONDITIONS FOR SID COURSES/EVENTS

SID's courses and events are subject to terms and conditions as set out below. The Institute reserves the right to changes these terms and conditions without notice.

COURSE/EVENT REGISTRATION

A participant is successfully enrolled for the course/event once an invoice is generated.

NO CANCELLATION

There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

NO-SHOW

There will be strictly no refund of fees for no-show.

REQUEST FOR REPLACEMENT

Where a participant cannot attend a course, he/she may request to send a replacement for the course subject to the following conditions:

Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby a SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.

CANCELLATION OF COURSE/EVENT BY SID

SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable efforts to notify participants of changes, should they happen. If SID cancels a course, a full refund will be made to the participants.

CPD HOURS & CERTIFICATE OF ATTENDANCE

Entitlement of CPD hours / Certificate of Attendance is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Evaluation Form only at the end of the event.

CAR PARK COUPONS

Complimentary car park coupons, where available, are given on a first-come-first-served basis.

PAYMENT POLICY AND OPTIONS

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment
Log in to your account at www.sid.org.sg
Select invoice to pay at "My Open Invoices".
2. Cheque Payment
Payable to: Singapore Institute of Directors (please quote invoice number behind the cheque)
Mail to: 168 Robinson Road, #11-03, Capital Tower, Singapore 068912
Attention to: Finance Department
3. Telegraphic Transfer
Bank Name: DBS Bank Limited
Branch: 048
Bank Code: 7171
Bank Account No: 048-016620-2
Swift Code: dbsssgsg
Beneficiary Name: Singapore Institute of Directors
Reference: *(Please quote invoice number)*

Note:

1. All bank charges are to be borne by the applicant.
2. For queries on billing, please call SID Accounts Department (T: 6422 1182).