

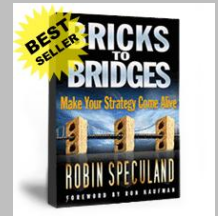
ASIAN BANKING RECOVERY

Implementing your new strategies in a new decade– you can bank on it!

5 May 2010 • Harbour Grand Hotel, Hong Kong

With Robin Speculand

Chief Executive of Bridges Business Consultancy Int and Bestselling Author of *Bricks to Bridges*



Celebrate the end of 2009, a year to forget for most bankers.

Many of our strategies are now obsolete and we need to do go back to the drawing board.

And most importantly we need to implement the new strategies.

Unfortunately most strategy implementations fail not only in banking but across industries. Overwhelmingly, this is because most leaders spend too much time focused on creating new strategies and not and not enough time making sure that the job gets done. They underestimate the challenge.

'Nine out of 10 companies fail to successfully implement their strategy to achieve the desired results.'

Bridges 10 years Research

An exciting, informative and highly engaging, no-nonsense one-day seminar, that adds value to a bank that truly wants to make implementation of its new strategies work. It is based on the international bestselling book *Bricks to Bridges - Make Your Strategy Come Alive*.

The seminar starts where most stop and explains what to do after you have crafted your new strategy, it addresses the challenge of implementing strategy in a bank.

Packed with banking case studies, what works and what to avoid, latest thinking in strategy implementation and a framework to guide you on your implementation journey.

Like making a plan to diet or exercise, it is not the plan itself that makes the difference, it is implementing it.

Taking strategy to the whole bank and making it come alive is a tougher challenge than most leaders anticipate.

The seminar covers:

- A strategy implementation framework for identifying the right actions based on the eight critical areas for excellence in implementation
- Assesses your organizations readiness to implement its strategy
- An understanding of how to effectively implementation to make your bank a global leader
- An explanation of why banks must keep changing
- Understanding of how life cycle of strategies are becoming shorter and shorter and therefore implementation is becoming more and more important

FOR DETAILS AND REGISTRATION, PLEASE CONTACT **PARTNERS CONFERENCE & EVENT MANAGEMENT P/ L**

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**REGISTER BY 31 MAR 2010 AND PAY ONLY US\$500
(SAVE US\$388) PER PERSON!**

