



MADRAS MANAGEMENT  
ASSOCIATION

Presents

One Day Workshop on

# Strategic Thinking for Business Leaders

Date : Wednesday, 23rd April 2025

Time : 10:00 AM - 05:30 PM

Venue : Madras Management Center, Chennai

## Workshop Objective

In today's fast-paced business environment, leaders must cultivate strategic thinking to stay ahead of the competition. This workshop equips business leaders with essential skills to think critically, anticipate challenges, and make data-driven decisions that drive long-

term success. Participants will learn to align organizational goals with strategic initiatives, fostering innovation and sustainable growth.

## Workshop outline

- **Understanding Strategic Thinking** – What it is and why it matters
- **The Strategic Mind set** – Developing a forward-thinking approach
- **Business Environment Analysis** – Identifying trends, opportunities, and risks
- **Decision-Making Frameworks** – Tools for effective strategic decision-making
- **Scenario Planning & Problem-Solving** – Thinking ahead and adapting to change
- **Driving Innovation through Strategy** – Linking creativity with business objectives
- **Aligning Strategy with Execution** – Ensuring effective implementation

## Methodology

- **Interactive Discussions** – Engaging participants in real-world business challenges
- **Case Studies** – Learning from successful business strategies
- **Group Exercises** – Applying strategic frameworks in a collaborative setting
- **Scenario-Based Learning** – Practicing decision-making under uncertainty

## Who can Attend

- Senior Executives and Business Leaders

- Entrepreneurs and Business Owners
- Functional Heads and Department Managers
- Strategy and Business Development Professionals
- Professionals looking to enhance strategic decision-making skills

## **Key Takeaways**

- Develop a structured approach to strategic thinking
- Learn frameworks to analyse business opportunities and risks
- Enhance decision-making with data-driven insights
- Strengthen problem-solving and scenario-planning abilities
- Improve the ability to align business goals with long-term strategies
- Gain tools for fostering innovation and adaptability in business

## **About the facilitator**



**Mr. Arvind Chandhoke**

Arvind Chandhoke, BE, MBA & PGDHRM a seasoned Principal Consultant & Director at Phoenix HR Trainers & Consultants, boasts over 35 years of diverse experience in training, mentoring, sales, and consulting. With a portfolio of over 3500 training days across India and abroad, Arvind specializes in Sales, Customer Service, Soft Skills, Behavioral & Motivational training, conducted in regional languages such as Hindi, Tamil, Bengali, and Punjabi.

Arvind is certified in SPIN training by the Huthwaite Research Group, UK, and holds certifications in NLP Mind Mastery Method from the American Board of NLP (ABNLP). He has worked with a wide range of industries, training executives from esteemed companies like L&T, Bluestar, Jabra, CRI pumps, Royal Enfield, Sanmar engg, TVS, etc., His expertise extends internationally, having conducted training sessions in the Gulf and countries like Bangladesh, Qatar, and Sri Lanka for renowned clients including TVS and Asian Paints.

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## Fees

**Rs. 1750 + 18 % GST for  
MMA members**

**Rs. 2250 + 18 % GST fee  
for Non - Members**

Early bird 5% for  
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participation fee on or before  
16th April 2025

\*Fee once paid will not be  
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