

How to implement strategic planning

The strategic planning how-to question strikes at the heart of how to make change of any kind happen in your organization. Start by answering why your organization might want to embark on a strategic planning process. Want to be one of the organizations, in which employees understand the mission and goals? They enjoy a 29 percent greater return than other firms. This seems like a good reason to start strategic planning to me. How about you?

Keys to Strategic Planning Success

These are the keys to effective strategic planning for your business. Full and active executive support, Effective communication, Employee involvement, Thorough organizational planning and competitive analysis, and Widespread perceived need for the strategic planning. If you are implementing your strategic planning in an organizational environment that is already employee-oriented, with a high level of trust, you start the strategic planning process with a huge plus. An additional plus is an organization that already thinks strategically.

Unfortunately, the implementation of strategic planning most frequently occurs as an organization moves from being traditionally reactionary to strate-



gic. So, often, learning to think strategically is part of the strategic planning learning curve.

Full and Active Executive Support for Successful Strategic Planning Successful strategic planning requires a large commitment from executives and senior managers, whether the strategic planning is occurring in a department or in a complete organization. Executives must lead, support, follow-up, and live the results of the strategic planning process. Or, the strategic planning process will fail. It's as simple as that.

Without the full commitment of the organization's senior executives, don't even start strategic planning. Participants will feel fooled and misled. A vision statement and a mission statement, along with this year's goals, filed, unimplemented in a cabinet or computer, is a serious source of negativity and poor employee morale.

ST SUNDAY TIMES APPOINTMENTS

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

VACANCY
PROCUREMENT OFFICERS (FEMALE)

A leading Electronic manufacturing Company (BO) in Sri Lanka with the Head Office in Switzerland, is looking for dynamic professionals with the under-noted qualifications/experience -

- Certificate course in Purchasing & Materials Management at ISMM or equal qualification.
- Very good command of English.
- Passed G.C.E. (A/L).
- Passed G.C.E. (D/L) with Credit passes for English & Mathematics.
- Experience of 2-3 years in similar capacity is preferred.
- Proficiency in MS Office applications.
- Exposure in International Procurement and Logistics, Inventory Management and ERP knowledge is advantageous.

Salary negotiable.

Please forward your CV with two non-related referees to reach the following address within seven working days of this advertisement.

CCS Lanka (Pvt) Limited.
Baseline Road, Daluwakotuwa,
Kochchikade, (Negombo.)
E-mail : personnel@ccslanka.lk
Fax : 031-4870933

WANTED

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NESTLÉ is the world's largest Food & Beverage Company. In Sri Lanka too, we are a well established blue chip FMCG company marketing well known brands such as NESTOMALT, NESPRAY, MILO, MAGGI, MILKMAID, NESCAFÉ through an extensive and dedicated distributor network, spread across the island.

To further strengthen our operations, in order to support our fast expanding business, we are on the lookout for committed Distributor Business Partners with FMCG experience in the Colombo Region. The pre-requisites being, the ability to furnish a substantial bank guarantee, provide the required number of vehicles and staff for the exclusive distribution of Nestlé products, with sufficient warehousing facilities and a strong commitment for business growth.

If you feel you have the required criteria, please send in your application with the necessary details for evaluation, indicating "Distributor for Colombo Region" on the top left hand corner of the envelope to reach the following address within 10 days.

Short listed applicants, will be contacted for additional information.

The Assistant Vice President - National Sales
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- ◆ Study in excellent environment
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Career and Education Prospects

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| | | | | | Graphic Design Diploma |
| Navitas | Australia | Accounting & Finance | | | Hairdressing Certificate |
| | | | | | Hospitality Management |
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| City University | UK | Islamic Finance | | | Laboratory Technician |
| School of Arts | UK | World Music Studies, BA | | | Marketing |
| Royal Holloway University | UK | International Marketing | Hamilton College | UK | Travel, Tourism & Hospitality |
| Business Management | | | | | |
| City Community & Health Science | UK | Human Communication, MSc | | | CIMA |
| | | | | | ICM Diploma |
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Call over or contact us on 4212121 ext 113 or 112 for an appointment

GROOMING FUTURE LEADERS

GlobalEd Consultants (Pvt) Ltd
(An Associate company of Hilltop Global Private Limited Since 1983)
"Hilltop House" No: 14, 16th Lane, Colombo 3, Sri Lanka.

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TO GET THE BEST RESPONSE TO YOUR VACANCY ADS

ST APPOINTMENTS

Be the brains behind our front office

JWT, one of the world's largest and most influential advertising companies, is looking for a proactive front office executive to manage the reception desk of their Sri Lanka office. The position calls for someone who will perform beyond the functions of a receptionist and work independently in a fast paced, high energy environment.

Responsibilities: As a front office executive, she will primarily be responsible for inward and outward call management, meeting & greeting clients, arranging appointments for senior executives, managing and maintaining the attendance register / leave records, overlooking general office cleanliness and assisting with overseas and local travel arrangements.

The ideal candidate should be a female between the ages of 18 to 27 years. Eloquence in English is essential. Experience as a receptionist is not mandatory but will be a distinct advantage. She must be computer literate and able to handle modern communication devices. As she is expected to reflect the professionalism of the Company at all times, she needs to be organised and well groomed.

Remuneration: The qualifying candidate can look forward to receiving an attractive remuneration package, complete with monthly allowances for phone, travel, clothing and make-over.

For more information on JWT, please visit www.jwt.com or www.jwt.lk
E-mail applications are preferred. Please send your CV to portia.dunuwille@jwt.com with a recent photograph and expected salary no later than one week from today. Or post your application to:

The Director - Finance & Administration, JWT - 26B, Alwis Place, Colombo 3