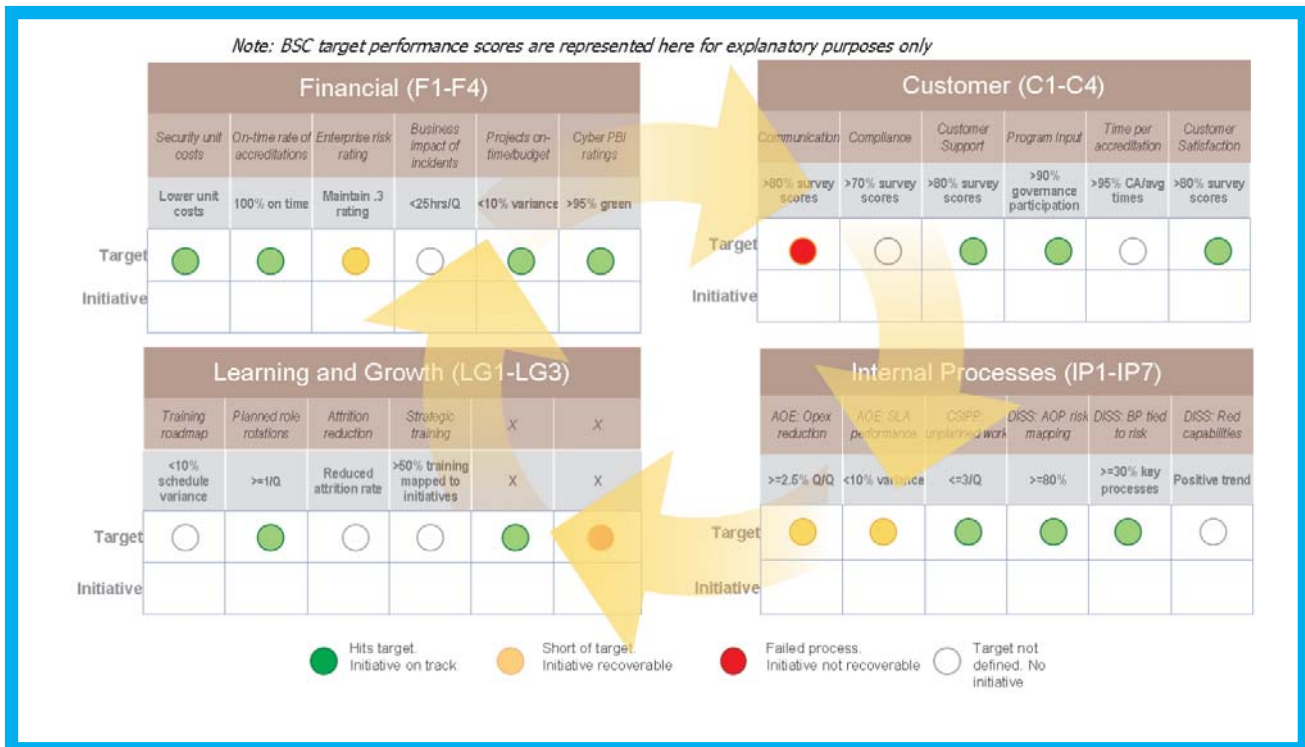




# Translating Pharmaceutical Business Strategy into Action Using Strategy Map and Balanced Scorecard

1-2 February 2011, Sheraton Karachi Hotel

7-8 February 2011, Pearl Continental Hotel, Lahore



PR Partner



MU Communications

Print Media Partner

**BUSINESS  
RECORDER**

Media Partner



Digital Media Partner

**SYMMETRY**  
playing with digital media

Technology Media Partner



Pakistan

# Translating Pharmaceutical Business Strategy into Action Using Strategy Map and Balanced Scorecard



## Dr Awais e Siraj

Managing Director, Genzee Solutions  
International Trainer

Dr. Awais is an international trainer, learning facilitator and managing director of Genzee Solutions. About 14 years earlier, he joined pharmaceutical industry after doing his MBA from Strathclyde Graduate Business School in Glasgow, UK. He has more than a decade of experience in Marketing and Sales in addition to Medical and Regulatory Affairs. His last industry assignment was with Boston Scientific's regional office in Beirut, Lebanon as Country Sales Manager. An all-time learner, Awais has been enlightened by training and education in Pakistan, United Kingdom, USA, France, Germany, Lebanon, Malaysia and Singapore.

**FREE!** 1 month post training e-consulting  
by Dr Awais e Siraj for all participants.

He has a proven record of a successful manager, team leader and a professional with winning mind-set. In his role as coach, facilitator, and consultant he has groomed people from Micronet Broadband and Nayatel, Abbott, Amson, Ferozsons, Roche, British High Commission, Action Aid, B Braun, Bayer – Schering, Pourateb (Iran), Khushali Bank, U Fone, PTCL, Air Weapons Complex, Sukhi, DOVE, IYF, Habib Bank, Amgomed, UNDP, Ericsson, National Commission of Biotechnology, Clough, Nestle, Schering Plough, Mobilink, Ministry of Information Technology, Fauji Fertilizer Company, PSO, Getz Pharma, Reko Pharmacal, PARCO, Ministry of Tourism, HHRD, Digital Prodigy Pvt. Ltd. PharmEvo, GlaxoSmithKline, ICI, Medisure, Chas A. Mendoza and others. His involvement in academic research, teaching, training and people development connected him initially to CIIT, Islamabad, and currently he is Assistant Professor in the Department of Management Sciences at Bahria University, Islamabad.

Dr. Awais has been a speaker at LUMS, University of Punjab, NUST, PIMSAT, Marketing Association of Pakistan, National Defense University, Thames Business School, Quaid e Azam University, National Commission on Rural Development, COMSTech, HEC, and COMSATS. Dr. Awais spearheaded the establishment of Leadership Development Center (Corporate Training Initiative) at Bahria University, Islamabad. He is the author of a book "The Art and Craft of Pharmaceutical Selling". He is also a scholar of Ph.D at University of Leicester, United Kingdom.

## Course Overview:

Managers and leaders are constantly in search of a "Performance Management System" that can transform the underlying problem of measuring the intangibles. The program focuses on enabling delegates of Pharmaceutical Industry to become familiar with the design and implementation of Strategy using Balanced Scorecard as a source of measuring the intangible and bring about an improvement in strategic performance by offering a comprehensive performance measurement and management system.

This workshop is about translation of strategy into measurable and achievable goals. Moreover Strategy Execution is now taking center stage as against strategy formulation. The Strategy Map and Balanced Scorecard as developed by Norton and Kaplan will show you how to translate strategy into action and measure the outcome of strategic actions.

## Learning Objectives:

Participants Will Comprehensively Understand and Learn:

- ✓ Basic concepts of articulating mission, values and mission into strategy
- ✓ Process of effective strategy development
- ✓ Converting strategy into a Strategy Map with measurable goals and objectives and Components of a complete Strategy Map
- ✓ To select strategic actions important for their organization and how they can be applied to improve organizational performance
- ✓ How the balanced scorecard applies to Pharmaceutical of organizations
- ✓ The sequence of steps necessary to build a strategy-focused organization
- ✓ Methods and techniques necessary to cascade strategy
- ✓ How to align objectives and goals of departments within the organization

## Methodology:

A step-by-step methodology is used to incorporate mission, values, vision and strategy into a clear cut Strategy Map and deriving objectives from corporate targets and initiatives using Balance Scorecard. This step is highly interactive, with participants sharing their experiences with others, and instructors and other participants sharing their knowledge to help solve real problems thus, getting a chance to address some specific issues related to their organization.

## Workshop Benefits

Participants will understand the key concepts and a systematic methodology for building and implementing the balanced scorecard. A strategy map together with appropriate measures will be developed along with a prioritized set of initiatives focused on delivering improved personal and organizational performance.

## Who Should Attend

The Workshop is recommended for Managers, planners and analysts who are involved in strategic planning and defining performance measures and also for decision makers who wish to introduce performance based culture in their organizations. Novice managers who wish to learn practicalities of Balanced Scorecards are also welcome.

## Detailed Course Outline:

### Day 1

#### Session 1:

**0900 to 1030 hrs**

- Introduction
  - Mission
  - Vision
  - Core Values
- What is Strategy?

*Tea Break*

*1030 to 1100 hrs*

#### Session 2

**1100 to 1300 hrs**

- How to Describe strategy?
- Strategy Map – value creating process
- Financial Perspective
- Customer Perspective

*Lunch Break*

*1300 to 1400 hrs*

#### Session 3

**1400 to 1530**

- Internal Process Perspective
- Learning and Growth Perspective
- Complete Strategy Map
- Strategy Map for Pharmaceuticals
- Strategy Map for a Division/Department/Self

*Tea Break*

*1530 to 1545*

#### Session 4

**1545 to 1700 hrs**

- Introduction to Measurements
- What is Balanced Scorecard (BSC)?
  - The significance of Balanced Scorecard
  - Balanced Scorecard Models
  - Balanced Scorecard for Pharmaceuticals

### Day 2

#### Session 1:

**0900 to 1030 hrs**

- Designing Organizational Balanced Scorecard
  - Financial Perspective
    - Objectives
    - Measures
    - Targets
    - Initiatives
  - Customer Perspective
    - Objectives
    - Measures
    - Targets
    - Initiatives

*Tea Break*

*1030 to 1100 hrs*

#### Session 2

**1100 to 1300 hrs**

- Internal Process Perspective
  - Objectives
  - Measures
  - Targets

- Initiatives

- Learning and Growth Perspective

- Objectives
- Measures
- Targets
- Initiatives

*Lunch Break*

*1300 to 1400 hrs*

#### Session 3

**1400 to 1530**

- Cascading
- Alignment
- Action Plan

*Tea Break*

*1530 to 1545*

#### Session 4

**1545 to 1700**

- One Hour Video on Strategy Maps
- Q and A, Certificates and Conclusion

### Testimonials of Previous Participants:

“Learning the methodology and philosophy of Strategy Maps and Balanced Scorecard before its roll – out throughout the entire organization was a great advantage. Dr. Awais made it really easy workable through his coaching style and a good command on the topic” **Dr. Shahzad Khan. Marketing and Sales Director, Getz Pharma Pakistan.**

“New concept worth learning and implementation” **Asad Mahmood. Marketing Manager, Al Razi Healthcare**

“This is an ‘expert’ tool. I am glad that I was trained by an ‘expert’.” **Riaz J. Siddiki. Finance Manager, Cirin Pharmaceuticals.**

#### Other Feedbacks:

“Excellent environment, very conducive to learning” **Sadia Malik. Senior HR Manager, Fauji Fertilizer.**

“I specifically appreciate the practical application of this training program” **Sumera Manzar. Manager HR, Pakistan State Oil.**

“This is a good investment, challenging to implement in totality but a must for Organizational success”. **Amir Masood. GM HR, KESC.**

# Translating Pharmaceutical Business Strategy into Action Using Strategy Map and Balanced Scorecard

**TerraBiz**  
Training | Conferences | Exhibitions

1-2 February 2011, Sheraton Karachi Hotel  
7-8 February 2011, Pearl Continental Hotel, Lahore

## Registration Note:

Participation will be confirmed subject to receipt of payment. Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledged by TerraBiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from TerraBiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, TerraBiz reserves the right to cancel or postpone the event.

## SAVE TIME AND MONEY WITH IN-HOUSE TRAINING

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organisation.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you. For onsite customized programs by

**Awais e Siraj** Please contact **Muhammad Faheem**

Email: [muhammad.fatheem@terraBizgroup.com](mailto:muhammad.fatheem@terraBizgroup.com)

Phone: +92 21 3455 0431 | Cell: +92 343 206 6050

## Workshop Investment:

**Rs. 29,999/-** Per Participant

\*Early Bird Discount: (Before 28<sup>th</sup> Jan 2011)

**Rs. 27,999/-** Per Participant

\*Every 4<sup>th</sup> Participant from the same organisation will attend

**FREE**

Includes course ware, TerraBiz certificate, lunch, refreshments and business networking.

\*Discounts are mutually exclusive

**TerraBiz**  
Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our

more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with TerraBiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, TerraBiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

TerraBiz Human Capital Management Conferences which were held in Karachi and Lahore in April'09 and July'09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. TerraBiz has also organized some events with Google Pakistan.

TerraBiz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

For Registration contact:

**Tanvir Hussain:** +92 321 232 2486

Email: [tanvir.hussain@terraBizgroup.com](mailto:tanvir.hussain@terraBizgroup.com)

**Naufil Shahrukh:** +92 321 245 1985

Email: [naufil@terraBizgroup.com](mailto:naufil@terraBizgroup.com)

Phone: +92 21 3455 0431 & +92 21 3455 319

Facsimile: +92 21 3455 7264

[register@terraBizgroup.com](mailto:register@terraBizgroup.com)

Send your cheque in favor of "TerraBiz"  
to **Murad Hassan**

Suite # 403, Shahwar Trade Center, Above Standard  
Chartered Bank, Allama Iqbal Road branch, P.E.C.H.S.,  
Block 2, Karachi, Pakistan.

Phone: +92 21 3455 0431 & +92 21 3455 319

Cell: +92 300 922 0647 & +92 321 278 1000

[www.terraBizgroup.com](http://www.terraBizgroup.com)