



The International Business Forum in co-operation with Alpha Management is pleased to invite you to a special half-day seminar entitled

'One Page Strategy - A Process for Companies Large and Small'

You will have the opportunity to hear from key speakers from the business world who will be introducing the following topics:

- A proven process for the development of robust, realistic strategies for whole businesses and business units
- The need to set challenging targets and to involve senior staff in developing the strategy
- The importance of commitment to the implementation plan; no plan, no delivered results; no strategy

Key speakers, who have together delivered more than 50 successful strategies in Western Europe and the Czech Republic, include:

- **Ian Thomson**, strategy and culture change specialist, who developed the 'One Page Strategy' process and has supported many companies in delivering exceptional results
- **Janice Orchard**, marketing and customer service specialist, who has been involved in many OPS projects
- **Jiri Poloucek** who has delivered many OPS projects in the Czech Republic during his time as a senior consultant with PA Consulting Group in Prague
- **Stuart Roberts** as Guest Speaker has broad strategic experience. He was Czech Country Manager for Heinz and Xerox in their formative years and has acted as interim manager in turn-round situations in the Czech Republic

During the presentation, details of the OPS five stage process will be given along with four case studies, one from the Czech Republic

The seminar will be held on Wednesday 12th November in the Hotel President,
Nám. Curieových 100, Praha 1

commencing at 09:30 and finishing at approximately 12:30, to be followed by a buffet lunch.

Registration begins at 09:00

Admission fee: Members Kc 600, non-Members Kc 850

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