

Transformation: Prime Mover as the Strategic Planner

- Do you want to lead a successful rebranding or transformation initiative in your organisation?
- Do you know that the prime mover acts as the engine to achieve the organisation's vision and to design strategies that bring it to life?
- Would you like to learn how to build a strong corporate identity through effective planning and transformation strategies?

Introduction

The prime mover is the backbone of organisational transformation, serving as the first team to set direction, inspire momentum, and drive change. Acting as the engine of rebranding and renewal, the prime mover defines realistic goals, aligns strategies with the organisation's vision, and ensures that every step of the transformation supports a stronger corporate identity. This program equips participants with the skills to design and lead rebranding initiatives, from setting the direction of change to developing practical strategies for execution. Through structured planning and strategic foresight, participants will learn how to translate vision into action, engage stakeholders, and build a brand identity that reflects the organisation's aspirations. By mastering the role of the prime mover, leaders will be prepared to guide their organisations through transformation with clarity, confidence, and long-term impact.

Program Objectives

This program aims to:

- Formulate a shared vision for the organisation
- Set moving direction for the organisation
- Formulate achievable KPIs for the organisation

Learning Outcomes

After completing this program, participants should be able to:

- Formulate strategies for organisational behaviour change
- Formulate high-quality performance in the organisation

Who should attend?

HP0019 Transformation: Prime Mover as the Strategic Planner

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Officers involved in organisational change, transformation or corporate rebranding, human resource officers.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	<p>Evaluation of Current Goals, the Desired Goal and the Organisation Strategies</p> <p>Before the transformation is initiated, the first initial stage is to create the vision of the transformation. In this module, the participants would learn how to evaluate the goal of the organisation. After reviewing the goal, the participants would need to create a goal with the SMART principle that would need the organisational strategies in the later stage.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Setting the Organisational Change Direction</p> <p>With a clear goal, the organisation needs to set the direction of the transformation and rebranding exercise. In this stage, the participants would learn how to set a realistic direction according to the duration of the transformation process.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Engaging employees in Strategy Formulation</p> <p>After setting the direction, the role of prime mover needs to engage the employees to formulate strategies of transformation and rebranding. The participants would learn how to use technology to deliver the set direction across the organisation. Besides, the participants would learn how to prepare an environment for the employees to provide feedback on the direction set in the previous stage.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Preparing Strategic Planning Blueprint</p> <p>After hearing the voice from the employees, this module provides skills, knowledge for the participants to prepare the strategic planning blueprint for the successful transformation.</p>
Time	Day Two
9.00am– 10.30am	<p>Evaluating Strategic Planning Blueprint</p> <p>After the strategic planning blueprint is prepared, the participants would learn the method to survey to get feedback from employees in the organisation. When conducting the survey, all employees in the organisation would start to be aware of the strategic plan of the organisation.</p>
10.30am-11.00am	Morning Break

11.00am-1.00pm	<p>Revisiting and Setting Key Performance Indicator (KPI)</p> <p>In this module, the participants would learn how to evaluate the KPIs of the employees and the consistency of the KPIs with the transformation process in the organisation. The participants would learn how to improve the KPIs according to the transformation blueprint created in the previous session.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>SMA as the Impact of Prime Mover</p> <p>In this module, the participants would learn the impact of shared visions, moving in a set direction and achieve the KPIs that create the organisation belief and organisation behaviour. By building up the confidence of the employees, the transformation process would be easy.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>High Quality Performance</p> <p>In this module, the participants will take consideration of 3Ms - Man, money and machine to develop a strategy for the transformation. The strategies are designed to ensure optimal resource mobilisation.</p>