



STRATEGIC  
LEADERSHIP FORUM

The Toronto Society for Strategic Management  
www.slftoronto.com

# The Life Cycle of Strategic Management: Tools and Techniques

Wednesday, February 6, 2008  
7:30 a.m. to 12 noon

The **Strategic Leadership Forum** presents two special half-day events on **The Life Cycle of Strategic Management.**

The first event, **Tools and Techniques**, concentrates on one of the most essential elements of strategy creation:

## Choosing the best tools to measure and track success

Vital to any well-planned and well-executed strategy is obtaining precise, timely, and relevant data that proves the company is on track and moving in the right direction. Knowing how and why a strategy is successful – or not – provides information that assists executives in accurate decision making. Reliable information is the foundation for solid decisions, whether they be to maintain the same direction, make changes, or exit the strategy in favour of a better one.

In this hands-on **Strategic Leadership Forum** session, participants will build upon the findings of Bain & Company's 2007 Global Management Tools and Trends Survey that highlight the following:

**1. Get the facts. Every tool has its own strengths and weaknesses.** To succeed you must understand the effects (and side effects) of each tool, then combine the right tools in the right ways at the right times. Use the research. Talk to other tool users. Don't naively accept hyperbole and simplistic solutions.

**2. Champion enduring strategies, not fleeting fads.** Managers who promote fads undermine employees' confidence that they can create the change that is needed. Executives are better served by championing realistic strategic directions – and viewing the specific tools they use to get there as subordinate to the strategy.

**3. Choose the best tools for the job.** Managers need a rational system for selecting, implementing and integrating the tools that are appropriate for their companies.

A tool will improve results only to the extent that it helps discover unmet customer needs, helps build distinctive capabilities and helps exploit the vulnerabilities of competitors – or a combination of all three.

**4. Adapt tools to your business system (not vice versa).** No tool comes with pre-packaged instructions and a guarantee. Every tool must be adapted to a company's particular circumstance.

Event attendees will benefit from the insights and expertise of three knowledgeable senior executives who will share their hands-on, real-life experiences in measuring and tracking management tools and techniques that *really work*.

- **Pierre Lavallée**, Partner, Bain & Company.
- **Hy Eliasoph**, CEO, Central Local Health Integration Network
- **Tom Newell**, Vice President, Corporate Development, Stephenson's Rental Services Inc.

The **Strategic Leadership Forum** is committed to providing its members with high-impact, pertinent and practical tools that can be immediately implemented into your company's strategy. **The Life Cycle of Strategic Management** special events are designed to give you the means to create and execute effective, result-oriented strategies.

When you register for this **Tools and Techniques** session, be sure to reserve your place at the subsequent session, **The Role of Leadership**, on April 2nd.

**Pierre Lavallée** is a Partner with Bain & Company. Since joining the firm in 1991, he has worked on a number of assignments in corporate and business unit strategy, strategic cost reduction, organization effectiveness, reengineering, sales and pricing strategy, customer retention, sales force management, and distribution channel strategy. Lavallée is a member of Bain & Company's worldwide telecommunications, media & technology, consumer products and retail and health care practice groups. He has recently completed several strategic due diligence and portfolio company assignments with private equity funds. Prior to joining Bain & Company, he spent five years at the Department of External Affairs and International Trade as a Trade Commissioner.



**Hy Eliasoph** is the CEO, Central Local Health Integration Network in Markham. He was most recently a Firm Director with the National Health Services Consulting Practice of Deloitte, working across Canada with hospitals, Regional Health Authorities, ministries/departments of health, Community Care Access Centres, provincial and national associations and private sector organizations. Prior to joining Deloitte, Eliasoph was the Director of Strategic Health Policy at the Ontario Hospital Association, and served as the first Executive Director of the Ontario Joint Policy and Planning Committee. He also worked in several diverse portfolios at the Foothills Medical Centre in Calgary. He holds a Master's degree in Planning from the University of Alberta.



**Tom Newell** is Vice President, Corporate Development for Stephenson's Rental Services Inc., the leading construction equipment rental provider in Toronto and the surrounding area. With a network of 18 convenient locations, an expansive delivery network, and staffed with solution-driven professionals, Stephenson's provides customers with "what you need, where and when you need it." Newell is responsible for Stephenson's growth initiatives, including new branches and acquisitions. Prior to joining Stephenson's in 1994 as VP Operations, he was the owner and operator of a landscaping business. He holds an Honours degree in Business Administration from Wilfrid Laurier University.



Celebrating 54 years of service to the Canadian business community, the Strategic Leadership Forum is a not-for-profit, member-driven association of senior business professionals who share an interest in issues relating to strategic management and leadership. [www.slftoronto.com](http://www.slftoronto.com)

## The Life Cycle of Strategic Management: Tools and Techniques

A half-day workshop on Wednesday, February 6, 2008 from 7:30 a.m. to 12 noon  
Venue: Verity, a private downtown club at 111-D Queen Street East (at Mutual), Toronto

Please book early as space is limited. Phone 416 481-7228, fax 416 489-3304,  
email [margo.street@slftoronto.com](mailto:margo.street@slftoronto.com), or mail your registration to the  
Strategic Leadership Forum, PO Box 98150, 970 Queen Street East, Toronto, ON M4M 1J0

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SLF members pay \$150 + \$ 7.50 GST = \$157.50

Non-members pay \$370 + \$18.50 GST = \$388.50

**Bring your team!**  
*Pay for three people, 50% for the  
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**Not yet a member of the Strategic Leadership Forum?  
There's absolutely no better time for you to become a member.**

- Our mid-year rate is only \$150 + \$7.50 GST = \$157.50
- Join today, and your membership will remain valid until August 31, 2008
- Benefit from ongoing discounts (up to 40%) on future events, because you're a member!
- Gain immediate access to member-only sessions and services, including discussion forums, leading-edge articles, networking opportunities, and more.

**For more information about the Strategic Leadership Forum,  
or this conference, call 416 481-7228, visit [www.slftoronto.com](http://www.slftoronto.com),  
or email [margo.street@slftoronto.com](mailto:margo.street@slftoronto.com).**

Workshop fee covers all sessions, materials, continental breakfast, and refreshment break.  
If unforeseen circumstances occur, we reserve the right to change date and/or speakers as needed.  
Cancellations received in writing before 4 p.m. on Friday, February 1, 2008 will be fully refunded.  
No refunds will be issued after that date, however delegate substitution is welcomed.



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