

Course Outline

(A SIDC CPE approved course)

Title : Success, Survival and Sustainability Strategies in Competitive Environment using Sun Zi's Art of War's Approach

Date : 26th February 2020

Venue Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya, KL

CPE : 10 Points

Speaker : Mr Tee Chee Wee

Objectives

1. Recognise the background of Sun Zi's Art of War, history and innovation strategies;
2. Describe the fundamental of change and innovation;
3. Discuss the big role of employee in change and innovation;
4. Identify the best-fit change and innovation strategies.

Time	Descriptions
9 : 00 - 9 : 30	Introduction of Sun Zi's Art of War - Brief about the background of Sun Zi's Art of War history and ancient cases related to change and innovation strategies
9 : 30 - 10 : 30	Significant Strategy: Fundamental of Change and Innovation - What is the Personal/Corporate Vision, Mission and Direction?*Case: Coca-cola, Toyota, Facebook, Alibaba, Tencent, Microsoft, Apple Inc, etc) - How the Cogitation Influence the Change and Innovation? • Transform the sunset industry to become the market trends *Case: Alibaba Group leading in Smart Business Model • Transform the conventional industry breakthrough the industry's cogitation *Case: Nirvana Asia Group
10 : 30 - 10 : 45	Coffee Break
10 : 45 - 11 : 15	Significant Strategy: Fundamental of Change and Innovation (continue) - Why the Leadership Importance in Change Process? • FIVE Myths of the Leader • FISH and SHARK principles in creating the effective team -"In the conduct of war, there is no fixed situation and condition, just like water has no constant shape and configuration" – Sun Zi
11 : 15 - 11 : 30	Significant Strategy: Fundamental of Change and Innovation (continue ..) - "The general is like the guardian of the nation. If the guardian is a thoughtful and detailed person, the nation will be strong and mighty. However, if the guardian is full with character flaws, the nation will be weak and vulnerable" – Sun Zi
11 : 30 - 12 : 30	Success Strategy: People Centric Culture - Big Role of Employee in Change and Innovation *Case: 3M*Case: Panasonic- Motivation of Employee: Maslow Hierarchy *Case: Huawei- Effective Communication: Top Down – Bottom Up - The Characteristics of Employees • Discuss on DISC personality concept
12 : 30 - 13 : 00	Success Strategy: People Centric Culture (continue) - "Referring to the organization and control, management system and procedures and the command and control structure for the deployment of resources" – Sun Zi- "Who is able to unite himself with his officers and men as one mind, spirit and purpose will win" – Sun Zi

Time	Descriptions
13 : 00 - 14 : 00	Lunch Break
14 : 00 - 15 : 00	<p>Survival Strategy: Change and Innovation</p> <ul style="list-style-type: none"> - What is Innovation? • Combination • Revolutionary • Destructive- Why Need Innovation? • No innovation, No economy development- How to Innovate? • FIVE methods on innovation
15 : 00 - 16 : 00	<p>Survival Strategy: Change and Innovation (continue)</p> <ul style="list-style-type: none"> - Unfreeze - Change - Innovate - Refreeze• <p>Disaster come before changes concept*Case: Alibaba</p> <ul style="list-style-type: none"> • Identify the value and differentiation*Case: Oxwhite • Transformation: Success & Failure Cases*Case: Forbidden City, Southwest Airlines, XiaoMi, Apple Inc, Motorola, Kodak and Nokia- “In battle, use the direct force to engage the enemy and use the indirect force to win” – Sun Zi
16 : 00 - 16 : 15	Coffee Break
16 : 15 - 17: 00	<p>Sustainability Strategy: Designed Business Model</p> <ul style="list-style-type: none"> - Game Formulator = Money Maker*Case: Apple Inc. and Huawei - FIVE Keywords of Business Model • Maximization • Corporate Value • Resources Integration • Diversify Services Provided • Transaction Structure- Positioning Strategy*Environmental Analysis *Case: 99 Speedmart
17 : 00 - 17: 45	<p>Sustainability Strategy: Designed Business Model (continue)</p> <ul style="list-style-type: none"> - Profitable Model: Create New Future’s Profit <p>*Case: McDonalds, Haidilao International Holdings Ltd, Liang Food, KFC etc.</p> <ul style="list-style-type: none"> - the Best Business Model: Social Responsibility <p>*Help others achieve themselves*Case: TOMS, Eu Yan Sang</p>
17 : 45 - 18: 30	<p>Sustainability Strategy: Designed Business Model (continue ..)</p> <ul style="list-style-type: none"> - “The person adept in warfare seeks to control and manipulate his enemy instead of being controlled and manipulated” – Sun Zi- “In military command, if the general cannot master the art of variations and adaptability, he will not be able to deploy his troops to maximum advantage” – Sun Zi

TRAINING COURSE REGISTRATION FORM

COURSE TITLE	Success, Survival and Sustainability Strategies in Competitive Environment using Sun Zi's Art of War's Approach
COURSE DATE	26th February 2020
VENUE	Moffett Training Centre, E-3-2 , Plaza Kelana Jaya, Jalan SS7/13 A, Kelana Jaya, 47301, Petaling Jaya
REGISTRATION	8.30AM - 9.00AM
TIME	9.00AM - 5.30PM
FEES	RM 428 for Banker, member of professional associations [early bird by 26 Jan 2020] RM 478 for Banker, member of professional associations RM 548 for Public [early bird by 26 Jan 2020] RM 598 for Public <i>Fees are inclusive of coffee breaks, lunch, program materials and a Certificate of Attendance</i>
SIDC CPE Points	10 (Ten)
Instructions	Complete this form and fax to 03-76104234 or email to cpeseminar@chkconsultancy.com.my
Payment Details	1. Cheque made payable to "CHK CONSULTANCY SDN BHD". 2. Or bank in to MAYBANK A/C #. 557063320872 3. Scan and email bank in slip to cpeseminar@chkconsultancy.com.my or fax to 04-2299327
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