

MANAGING STRATEGIC TEAMS

THE SUN TZU'S WAY



Introduction

Sun Tzu's Art of War is one subject that has never ceased to arouse interest among people, nations and also the business professionals. It is best remembered for what perhaps the world's earliest secrets of success on the battlefield, and it is as relevant to both military and business strategists today.

This training workshop expounds a compact set of principles essential for victory in business battles by adopting the Sun Tzu's Way and with combination of essential Blue Ocean Strategies. It covers vital areas of management and leadership and this includes establishing business vision as well as a departmental vision, strategies, managing team's discipline plus sustaining team's morale, adopting diplomacy during times of conflict and embracing change towards effective team and business management.

This programme is crucial for senior executives and managers who are looking into different ways and methods to improve their bottom line in the organization.

Programme Objective

At the end of this programme, participants should be able to:

- Identify the 4 quadrants of leadership styles
- Set a departmental vision to focus for the financial year
- Perform SWOT analysis on their team
- Develop strategies to achieve their business goals
- Identify the 5M required to overcome the challenges
- Identify areas in the organization that requires changes which includes elimination, reduction, creation and expansion



Key Content

MODULE 1 - INTRODUCTION

- 1.1 Revisiting a little piece of History
- 1.2 Ancient Art vs Modern Art of War
- 1.3 The Modern Strategist and the 5 Fundamentals
- 1.4 Intro of the 5 Fundamentals

MODULE 2 - OUR STRATAGEMS

- 2.1 How can we relate to the Art of War?
- 2.2 How do our current 5 fundamentals look like?
- 2.3 What changes can we make to our existing fundamentals?

MODULE 3 - THE INFLUENCE & KNOWING THE STRONG & WEAK

- 3.1 Clear Instructions
- 3.2 Firm Instructions
- 3.3 Enforcement
- 3.4 Discipline
- 3.5 Authority
- 3.6 Respect
- 3.7 Focusing Energy to get Results

MODULE 4 - TACTICS

- 4.1 What are our current Tools and Discipline?

MODULE 5 - MARKET CHANGES

- 5.1 Finding a New "Tree"
- 5.2 Getting Close to the Market
- 5.3 Market Intelligence
- 5.4 Deep Dive Strategy
- 5.5 Capture the Market
 - 5.5.1 Case Study A
 - 5.5.2 Case Study B
 - 5.5.3 Case Study C
 - 5.5.4 Group Discussion B - "Which is our new Tree?"

MODULE 6 - THE TERRAINS

- 6.1 Strategic Group
 - 6.1.1 Case Study 1
- 6.2 Emotional Appeal
 - 6.2.1 Case Study 2
- 6.3 Alternatives
 - 6.3.1 Case Study 3
- 6.4 Chain of Buyers
 - 6.4.1 Case Study 4
- 6.5 Elimination
- 6.6 Reducing
- 6.7 Raising
- 6.8 Creating

MODULE 7- MANOEUVRING & TERRAINS

- 7.1 What are our current Pathways?
- 7.2 What are our new Pathways?

MODULE 8 - THE PATHWAY TO SUCCESS

- 8.1 The Elimination Process
- 8.2 The Reduction Process
- 8.3 The Raising Process
- 8.4 The Creation Process

MODULE 9 - OVERCOMING WEAKNESSES & THREATS

- 9.1 PDCA Strategy
- 9.2 SCORE Methodologies of Managing Resources
- 9.3 5M Resources in Overcoming Challenges

Programme Duration

- TWO (2) Days

Who Should Attend?

Highly recommended for senior executives and managers and executive who are involved in strategic planning process.

Programme Methodology

- Videos
- Case Studies
- Group Discussion
- Personal Reflection
- Activities
- Group Presentation

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