

# Aventis Business Leader Breakfast Talk Series: *Becoming "The Art of War CEO"*<sup>TM</sup> The World's First --- Mastering the Real World Art of War!



Speaker's Profile:

Let Dr Foo Check Teck globally renowned for his in-depth research into Asian corporate art of war strategy (*Organizing Strategy: Sun Tzu Business Warcraft*; Blackwell Spring's Choice) explain to you how to be thinking like an Art of War strategist. Recently he was interviewed in Boston, US for his expertise on Chinese strategy on the History Channel's Art of War.



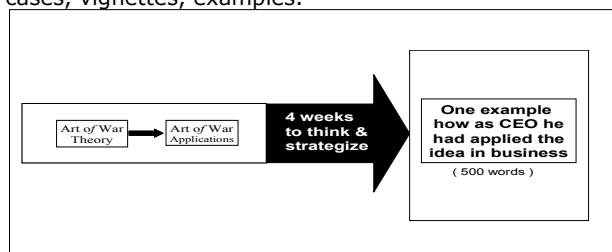
His deep insights into the mind of Sun Tzu are evident in his psycho-biography: *Reminiscences of an Ancient Strategist: Mind of Sun Tzu* (winner of Singapore's top book prize, NBDCS). He founded the Sun Tzu Art of War Institute <sup>TM</sup> so that anyone who wishes may learn to think like Sun Tzu. The Institute is to be launched in 2010 by Aventis School of Management (Bern, Switzerland). He is Founding Editor-in-Chief of *Chinese Management Studies*, Emerald Publishing, UK.

Among Professors, Dr FOO Check Teck is unique for having a multidisciplinary CV. His papers cut cross several disciplines including engineering. Besides NTU, he is Honorary Chair, School of Management, University of St Andrews and Distinguished Professor of Finance, City University of New York. Recently a Visiting Professor at Universiti Teknologi Malaysia, UTM, he was coaching professors on research. He practices law through Hin Tat Augustine & Partners. *Straits Times* in selecting him as one of Asia's Movers and Shakers, name him as Singapore's "Man of Renaissance".

## Is your Business Strategy in line with Art of War?

In response to the overwhelming interest shown in learning how to apply Art of War, the Sun Tzu Art of War Institute<sup>TM</sup> is launching this unique series of "The Art of War CEO"<sup>TM</sup> sessions. Dr FOO Check Teck, world renowned for his award winning works on art of war strategy and bio-psychological study into the mind of Sun Tzu will be the leading coach.

The goal is to transform a very selected group of CEOs to become Art of War strategic thinkers through a unique, once a month, two hourly, breakfast session for six months. At each session, in the first hour, Dr FOO lectures on the thinking in 2 chapters of Sun Tzu's Art of War. Thereafter **he focuses** on how the theory is applied in business: models, cases, vignettes, examples.



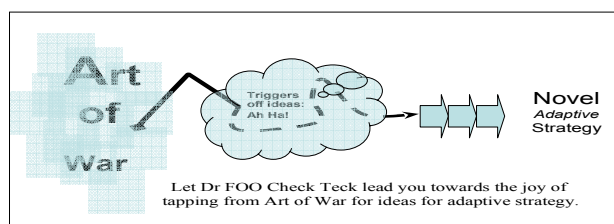
After each session, for the next four weeks, the CEO has to constantly reflect on the theory of art of war as presented and the applications shown. The participant may be required submit assignment to Sun Tzu Art of War Institute <sup>TM</sup>, a Center of Excellence on Leadership of Aventis School of Management. Those who successfully completed all six sessions shall have their names list in Sun Tzu Art of War Institute's "Art of War CEO"<sup>TM</sup> list.

**Registration Details : Please email us your name, contact details and company to [frankie@suntzuartofwar.org](mailto:frankie@suntzuartofwar.org) or call 6720 3333**

- Date: 26<sup>th</sup> February (Every Last Friday of Each Month)
- Time: 9.00am to 11.00am (Breakfast starts at 8.00am)
- Venue: Aventis School of Management  
100 Orchard Road, Concorde Hotel #04-100
- Fees: Non-member  
Per session SGD\$400  
Full six sessions SGD\$350/session  
Member  
Per session SGD\$300  
Full six sessions SGD\$250/session

## About The Art of War CEO<sup>TM</sup> program

The Art of War CEO<sup>TM</sup> program is specially designed for CEOs to perform real life analysis of their business through the Art of War strategic framework. Each session is specially held on the last Friday of each month to prepare CEOs to think strategically for their business in the month ahead.



For this unique series, he will illustrate how to think creatively in relating Art of War *metaphorically* for shaping adaptive strategy. As everyone knows, the ability to THINK and MOVE ahead will be the winner. Do you?