

# SUN TZU'S The Art of Strategic Decision Making & Execution

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PERFECTING THE ART OF STRATEGIC THINKING & EXECUTION

*“The difficulty of tactical manoeuvring consists in turning the devious into the direct, and misfortune into gain”... Sun Tzu*

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Coached by: Dr Foo Check Teck, Author of the globally influential Art of War work

# Your discovery to many useful & timeless principles

## INTRODUCTION

**Your work objectives for the year are down on the record.** You can change your plans during the year, but not how your performance will be benchmarked against. Being in leadership position, you are expected to make decisions – & only, always the right ones. One mistake & you may be put on the shelf.

**Leaders are expected to organize their teams,** departments, divisions & organizations to gather, assimilate, weigh, & sift inputs from an ever growing variety of informational sources. Yes, the leader had to assimilate these & to create breakthrough ideas, sure-win strategies, & translate these into directives.

**The quality of the outcomes is a function of the processes** & influences they rely on to make their decisions. Great outcomes are derived from a series of well thought-out decisions that are well executed & implemented, time after time. This is what *Sun Tzu – The Art of Strategic Decision Making & Execution* is about. The focus is to help leaders better understand the complex, sometimes baffling art of decision-making within an organizational setting & to implement them in a timely, successful fashion.



**Dynamics of business are ever changing** & leaders must out think, out smart & out-execute to out last the competition. Mastering the art of strategic thinking & executing them to perfection will get you ahead & stay ahead. The habits & techniques of strategic thinking & executing them well in an always changing environment form the core of this workshop.

**When organizations are execution-oriented** they are much more able to reduce the gap between what their leaders promise & the results that their organization actually delivers. These organizations are better equipped for chaos, changing complexity & dynamic environments once leaders have a better grasp of the creative, thinking processes for generating effective adaptive strategy.

## EVENT'S DETAILS

**Topic :** SUN TZU -  
The Art of Strategic Decision Making and Execution

**Date :** 26-27 July 2006, (0900 to 1700)

**Venue :** To be Advised

## WHO SHOULD ATTEND

This program is recommended for managers at all levels, from supervisors & middle managers to top executives. Employees & support staff who participate substantially in problem solving & decision making within their work units are also encouraged to attend.

## ABOUT THE PROGRAM

You will discover many useful & timeless principles derived from ancient philosophies, gained deep insights & be equipped with tools & skills to effectively apply strategic thinking & great execution in your area of work. Topics include:

- **CRITICAL PSYCHOLOGY** behind decision making & processes
- **ORGANIZING for Strategic Effectiveness** in Changing Environments
- **DEVELOPING the Mind of Sun Tzu** for Adapting Strategy- Sun Tzu is famous for his dictum of ignoring the Imperial Edict in war
- **GARNERING** deep comprehension of the creative, art of war mind of *Sun Tzu*
- **PLUGGING** into the power of the *Unconscious Mind* for innovative, creative & unique strategy: unleashing your the Sixth Sense
- **INTEGRATING** the best of Eastern & Western decision models & making them work for you.

You will return to work with a powerful approach to embrace the increasing complexity, ever changing, shifting & challenging business environments. This workshop will set you on a life-long journey of innovative, creative & satisfying journey to success.

## BENEFITS

Through the use of lectures, illustrations, case studies, discussion, videos & demonstration, you will develop specific techniques that will improve your ability to make decisions, cut through complex situations, find solutions, plan ahead & execution them.

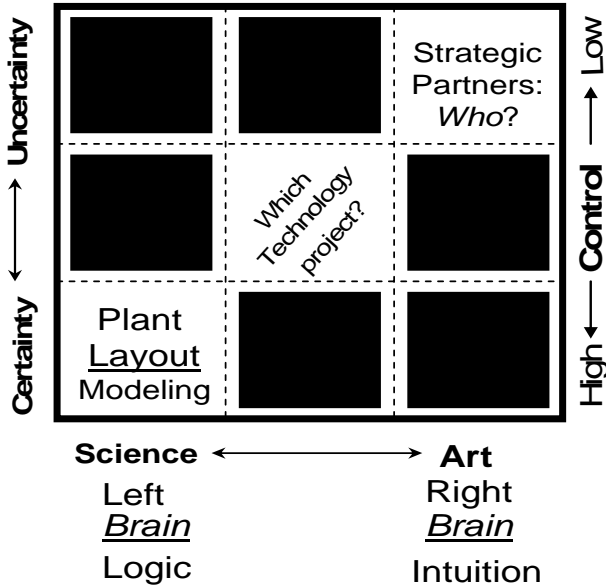
- **INTEGRATING** the best of East & West decision making styles
- **DEVELOPING** an analytical mind that respond well to changing business dynamics
- **ACQUIRING** tools & methods that enables you to make fast & good decisions
- **UNLEASHING** the power of your unconscious mind in strategic thinking
- **SHAPING** a mind of wisdom that you can tap into at will
- **BECOMING** an expert at executing plans & delivering results

# Is decision making more a science or an art?



© Dr CT Foo's Matrix™

## Mapping of Decision Issues



### ABOUT THE PROGRAM

One of the key factors behind any success is to be in the right *place* at the right *time* and meet the right *people*. For success to happen you have to get most of your decisions *right* or *about right*. This brings us to one of the most difficult questions in the domain of decision making:

**Is decision making more a science or an art?**

**Or putting the question differently**, biologically, should you be using more of the rational, logical left or the more intuitive, creative right brain? Clearly this depends on the *types* of decisions to be made. Dr CT FOO provides a simple typology. On one dimension is logic--intuition and the other is certainty--uncertainty. Using this matrix, we put into boxes two contrasting kinds of decisions: *plant layout* versus *strategic partners*.

**For a decision concerning plant layout** where the operating environment is certain, you ought to be using computer modeling approaches. When the decision is who you should *choose* as a strategic partner in business, you have to be thinking sharply and deeply about the decision. If you read this far, it means you already realize how far more complex, chaotic and ever changing it is than ever before. That as a leader you are confronted time and again with very difficult decisions. Moreover there are often multiple dimensions, attributes, issues to be considered in making decisions.

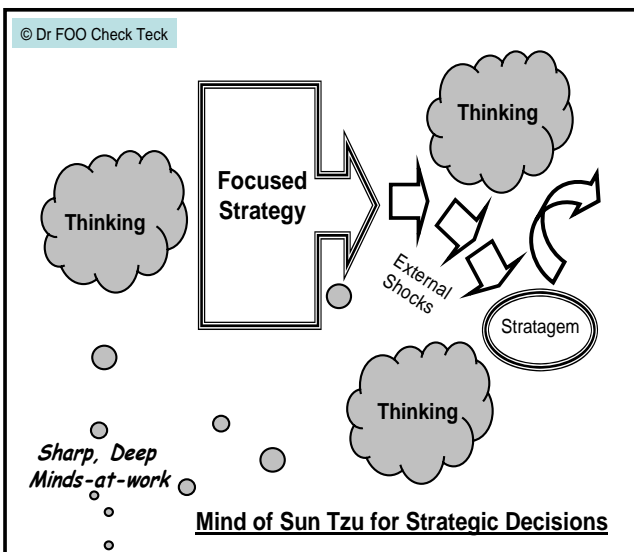
**This is exactly why you must attend** this uniquely designed, 2-days workshop. Give yourself time to reflect on your *style* of decision making. Take time off to hear from globally renowned scholar, Dr FOO Check Teck on how you too can develop the *Mind of Sun Tzu*. Give yourself the chance to sharpen your competitive edge.

**Before you sign up for this program** Dr FOO Check Teck asks that you so a **self-reflection on your style of decision making**. Yes, reflect on all your past decisions. List them down, all your major decisions --- how did you come to make those decisions?

**Next consider the underlying model** that Dr FOO Check Teck uses to communicate his ideas, for his approach is truly unique. His focus is on sharpening and deepening of your minds for mastering the art of decision making. *Why?* The environment is becoming not only intensely competitive it is always changing, with sudden shifts and thus chaotic and moreover with many technologies fast developing, complex.

**Dr FOO Check Teck emphasizes the fluidity**, creativity of the mind in generating the right decision. Middle-managers in implementing a focused strategy must learn to serially, create innovative stratagem. Stratagem enabling that the right decisions are made to ensure corporate strategy stay on course and in-focus.

*The process is depicted in the model on the right:*



# Program Outline- Two Experts, One Program

## TWO EXPERTS, ONE PROGRAM:

Featuring Asia's foremost authority on Sun Tzu and an award winner for his masterful execution, your thinking and actions will never be the same!

### DAY ONE:

#### **Mind of a Great Strategist for Great Decisions**

##### **Decision Making Style:**

##### **Integrating the best of East & West**

- Getting It Right Every Time
- Complex Environments: *Don't forecast, act Fast*

BREAK

##### **Psychology behind Decisions:**

- Developing the mind of *Sun Tzu*
- Case Study Illustration

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#### **Tapping The *Unconscious* Mind for Wisdom**

- The Complex, Deep Decision
- Decision in Fast, Rapidly Evolving Environments

BREAK

##### **Deepening Your Mind**

- Mind Games for Strategic Mind
- Develop a Meditative, Reflective Mind
- Learning from Events on Strategy

### DAY TWO:

#### **Executing Strategic Decision**

A highly involved day where participants will acquire more tools for strategic thinking, apply the newly acquired knowledge & gain deeper understanding through case studies, reflections, reviews, group discussions and demonstration.

##### **Thinking Behind Decisions**

- Scenario-based approach to creative strategic decisions
- Solutions on Demand:  
The Power of Stratagems

#### ***Broadcast session by Dr CT FOO***

BREAK

#### **Decision Execution: Corporate Studies 1**

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#### **Decision Execution: Corporate Studies 2**

BREAK

#### **Decision Execution: Corporate Studies 3**

### TESTIMONIES from Professor Foo's past events

"Unconventional method of teaching. Interesting!"

"The practical examples"... *A. Imthiaz Ismail*

"How the unconscious can be tickled. Realisation of the potential of the unconscious. Employment of the unconscious can yield even better results at work"... *Judy Loh*

"Attending your course and reading your book on the Reminiscences of Sun Tzu had certainly given me a lot of insights into strategic thinking. A marketing plan that I submitted recently had been commented upon as insightful with a lot of thinking put in! Thanks to Sun Tzu and you"... *S. H. Tan*

# YOUR EXPERT TRAINERS



**Dr Foo Check Teck** shares his deep insights to the art of decision making, basis for his *Thinking for Decisions* manuscript. He is renowned for his research into *Art of War* corporate strategy & in-depth psychological analyses of *Mind of Sun Tzu*. His latest research (*E: CO*, US journal) is into *Three Kingdoms*, chaos & complexity theory. His works had made global impacts: *Organizing Strategy: Sun Tzu Business Warcraft* was chosen by Blackwell-in-Oxford, UK as *Spring's Choice* & *Reminiscences of an Ancient Strategist* (recent Russian edition) recommended by London's prestigious *World Review*, won the top national book prize. He is now founding as editor international journal of *Chinese Management Studies* (2007), UK Emerald Publishing.

He is an *Honorary Professor of Competitive Strategy* at St. Andrews, Scotland. His talent attracted many affiliation internationally, *Honorary Research Professor*, Copenhagen Business College; *Visiting Professor of Technology Strategy*, New York Institute of Technology; *Visiting Professor*, University of Malaya, *Visiting Professor of International Business*, Umea Business School, Sweden. Unlike many professors, Dr FOO Check Teck PhD MBA (Finance) LLB Barrister FCMA FCIM ACIS is uniquely multi-disciplinary in legal, accounting & finance & strategy (*Man of Renaissance: Straits Times* feature). Thus he brings a uniquely multi-dimensional, creative dynamism to his workshops.

Prior to being an academic, he had more than a decade of real world experience: Operations Officer (military), Industrial Relations Advisor, Manager (Legal & Personnel) of international bank, Project Manager of German MNC, Assistant Director & Management Trainer of productivity statutory board. His insights to Japanese art of war are gained through his sojourn in Tokyo as Singapore-Japan Government Fellow at Japan Productivity Center. A UN Registered Consultant he was recently in both north & south of Vietnam as ILO International Consultant on industrial relations strategy. Currently he is *Creative Strategy Consultant* to a major Foundation as well *Adjunct Associate Professor* to SIM University.

Besides many Asian clients including government agencies, he has been consulted by leading European corporations like Diethelm Industries, Maersk, EAC & others. INSEAD has engaged him to lead workshops in China as part of their team of professors. Recently he was invited by ILO to be consultant to the Vietnamese government on industrial relations strategy for economic development.



**Dr David Chew** is an Associate Professor at the School of Civil & Environmental Engineering, Nanyang Technological University (NTU). He graduated with a B.Eng (1st Class Honours) in Civil Engineering from University of Singapore, a M.A.Sc in Civil Engineering from University of Waterloo, Canada, an MBA (with Distinction) from Oklahoma City University, USA & a Doctorate in Business Administration from University of Southern Queensland, Australia.

Currently he lectures in NTU on project management, international construction marketing, cross-cultural Management, entrepreneurship & human resource management in the undergraduate & graduate programmes. His main research interests include strategic management of China's construction industry, management of Sino-foreign construction joint ventures, knowledge management & relationship marketing for international construction.

Dr. Chew is involved in consultancy works & has conducted professional development courses for managers & engineers since 1994. The topics include effective leadership for business management, service quality management, China business culture & management, crisis management, international business negotiations etc.

He has been invited regularly to deliver lectures to engineering & management students at Tianjin University, Tsinghua University & Tongji University in China. He was a visiting professor for Tianjin University's School of Management from April 2004 to March 2006. Presently he supervises three PhD students on research into the China's construction market & strategic competitiveness of Chinese contractors in the international market. He has published research papers on Chinese construction industry in international journals & conferences. For his outstanding teaching performance, he was honoured as the NTU Teacher of The Year in 1997 & again in 2003.

Producer & Organizer:



Marketing Partner:

