

# Balanced Superior Strategy

**“DELIVERING  
Impressive Results  
in Shorter Time  
with Lesser  
Resources”**

Singapore

Date: 29–30 Nov '06

Venue: NTU@one-north Executive Centre

## KEY BENEFITS

**TUNE-IN** to your intuition  
& harness that powerful  
instinct

**CREATE** winning strategies  
consistently

**IMPROVE** ability to design  
effective strategies for  
expanding business

**DEVELOP** better grasp of  
strategic planning and  
implementation

**TURN** around a losing  
strategy into a clear winner

**DEVELOP** ability to read  
your counterpart's strategy

**thousands**  
of professionals have  
been empowered

**5-Star**  
Rating by  
our clients

**Coached by: Dr Foo Chek Teck, Author of the globally influential Art of War**



A Joint Program of:



Centre for Continuing Education

# DELIVERING IMPRESSIVE RESULTS in Shorter Time with Lesser Resources

"All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved. Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat." ...Sun Tzu

A recent survey shows that Strategic Planning is the most frequently used management tool in every region of the world except Asia, where it is fifth.

It is also reported that Asian firms are generally less satisfied with tools. We suggest that among the reasons are: inability to translate strategy into meaningful results and lack of tools which is designed to flow with the cultural grain and values of Asians.

**Strategic Planning is crucial for long term growth.** It creates plans for engaging customers at a deeper level, increasing profitability, optimizing resources, improving quality & value and enhances its ability to respond to change quickly in difficult times.

**Best strategies are created by a team** of like minded people, according to Napoleon Hill, the man who wrote Think & Grow Rich, which sold more than 24 million copies.

**It is universally accepted** - that the theory of the structure and functions of the mind suggests that the two different sides of the brain control two different "modes" of thinking. It also suggests that each of us prefers one mode over the other. We now know that developing whole brain thinking is best.

**Similarly, there is a feminine side in every male and a masculine side in every female.** So far training on strategies are borrowed heavily from the thinking originated from brains of male (especially Sun Tzu) strategist. This workshop is created to provide a powerful and holistic approach to strategizing by combining the best of the Art of War thinking with the Imperial Mind of Wu Zetian.

**There were altogether 243 emperors during the 2,000 years** from the beginning of the Qin Dynasty (221 BC) to the end of the Qing Dynasty (1911), and Wu Zetian was the only female monarch among them



## the benefits

- ✓ **DISCOVER** how to develop the best combination of strategies in any given situation
- ✓ **IMPROVE** strategic thinking focused on action, resulting in sharpened competitive skills and confidence
- ✓ **TUNED-IN** to your intuition & honed that powerful instinct
- ✓ **CREATE** winning strategies consistently
- ✓ **EFFECTIVELY** evaluates competitor's strengths & weaknesses
- ✓ **IMPROVE** ability to design effective strategies for expanding business
- ✓ **DEVELOP** better grasp of strategic planning and implementation
- ✓ **ACQUIRE** new tools for more effective strategy formulation & execution using the 36 Stratagems, Art of War & Imperial Mind concepts
- ✓ **TURN** around a losing strategy into a clear winner
- ✓ **DEVELOP** ability to read your counterpart's strategy
- ✓ **DEVELOP** versatility & flexibility in strategies and counter-strategies, changing tactics on the fly in tandem to new developments
- ✓ **AVOID** most common mistakes that people makes when creating strategy

Even though according to the Confucian beliefs having a woman rule would be as unnatural as having a "hen crow like a rooster at daybreak," during the most glorious years of the Tang dynasty a woman did rule, and ruled successfully. She was Wu Zetian, the only female in Chinese history to rule as emperor.

**Imagine** an office maid serving you tea in your office and she is retrenched. Then how through strategy, she re-entered and rose to be Chairman of your corporation.

**The appointment of women into powerful leadership position is not solely a modern day occurrence.** From the legendary Empress Wu Zetian of the Tang Dynasty to the current German Chancellor – Angela Merkel, to Forbes list of The World's Most Powerful Women, the feminine influence has never been stronger and has shaped both political and business developments throughout the ages.

**In China, Sun Tzu's strategy created the most enduring empire in human history.** When his book was first translated for Westerners, it showed Napoleon how to conquer Europe. Gradually, this knowledge of strategy spread through the military world and then to the business world. Business leaders from around the world have embraced the thinking of Sun Tzu in ever growing numbers in recent years given the highly competitive economic environment they operate in.

## Trainer's Testimonies

"The skills learnt through the course can be applied in my daily course of work."  
...Assistant Manager, JTC Corporation

"Enlightening course content! Non-text book material but filled with rich real life simulations & experiences."  
...Manager, National Healthcare Group

"The knowledge & learning not just applicable to work but to the daily interaction with people"  
...Deputy Manager, JTC Corporation

"The course has offer different perspective in decision making process and developing strategy.... useful in developing leadership skills & apply in daily work and personal life. Good Job!"  
...Manager, MISC Berhad

"An excellent program with lots of applications. Should be continued"  
...Asst Director, Singapore Police Force

## Program Outline

- Fu Hsi and 5,000 years old *Yin-Yang* philosophy



- The power of this symbolism for managing in chaos and deep, change thinking
- Yin-Yang on balanced corporate strategy: *American writings on management are inspired by ancient Chinese beliefs, values and philosophical writings – this trend is increasing with rise of China*
- Hard-Soft qualities in corporations: the time-tested, an excellence attribute found to be behind corporate successes
- Philosophy of Sun Tzu
- The Art of War Finance
- Win before Competing
- Mind of Technopreneurs: Insights from Research
- Entrepreneurial CEOs: Male versus Female
- Negotiating with Women
- Decision making by Women
- Imperial Mind of Wu Zetian
- Master the 36 Stratagems of Wu Zetian
- Mao and Wu Zetian

### Q & A: Strategies for countering a *femme fatale* entrapment

Anecdotal evidence suggests that Singaporean businessmen, CEOs and executives are victims of *femme fatale* entrapment. Yet there are rules of thumb for avoiding such entrapments.

### EVENT DETAILS:

**TOPIC:** Balanced, Superior Strategy

“ Delivering Impressive Results in Shorter Time with Lesser Resources ”

**TRAINER:** Dr. Foo Check Teck

**DATE & TIME:** 29 – 30 Nov 2006, 0900-1700 hrs

**VENUE:** NTU @ one-north Executive Centre

### WHO SHOULD ATTEND:

This workshop is designed to provide you with endless possibilities in formulating strategies. You will be introduced to the major issues around strategy and execution. This program assumes no formal academic training in strategy, and will instead focus on how you can apply what you have learnt in the real world.

- **Managers and leaders** looking to increase their arsenal of creative tools for strategy formulation and execution
- **Functional managers** who influence the future direction of their department or organisation
- **Operational staff** who define and implement organizational, business unit or divisional objectives
- **Executives and professionals** responsible for structuring and implementing change
- **Managers and leaders** who wish to improve the performance focus of their decision making
- **Managers, leaders and executives** with no formal training in strategy and execution.

# the trainer



## dr foo check teck

Facilitating this workshop is award winning Dr FOO Check Teck, the creator of “Technopreneurs” (read Technovation) and Art of War expert speak about his deep explorations (results in Imperial Mind) into mind of Wu Zetian.

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.