

LE 002: Sun Tzu's Art of War : Winning Strategies in Management Leadership

[2-Day Program]



Overview

Will your managers be ready for the new responsibilities, competition and challenges of the 21st century? Will your managers earn the respect of those under their supervision? Will those who promoted the managers, be pleased with their newly promoted managers' performance? The answers lie in how the managers go about motivating, leading and building relationship with those they supervise.

Today's managers are required to create a positive working climate, make quality decisions, demonstrate effective skills in handling a wide variety of human problems, manage time, set priorities, mold employees from different cultures into a team and show excellent leadership in their managerial style.

Common sense will help your managers somewhat in becoming good managers. However, to make a really successful manager, one needs the kind of knowledge and skills that Sun Tzu's Art of War provides.

Sun Tzu's Art of War offers the most comprehensive and effective way to manage a team in the Malaysian environment. The leadership and management principles of Sun Tzu's Art of War are well received by the world.

Sun Tzu's Art of War is the oldest and most well-known military manual in the world. Politicians, military experts and businessmen throughout history have all regarded Sun Tzu's Art of War as an important source of wisdom and their secret weapon for victory

Today, we have witnessed how the application of Sun Tzu's principles have expanded beyond the battlefield into everyday life. Its influence is felt not only in

military and state administration, but also in business, public relations, sales, marketing, corporate strategies, diplomacy and even sports.

Thus, we can see how flexible Sun Tzu's strategizing principles can be applied, making it a useful resource for anyone desiring to meet any challenge.

Learning Outcomes

Upon completion of workshop, participants will be able to:

- Apply Sun Tzu's strategies in strategic thinking and their application to daily management activities
- Plan effective strategies via strategic thinking processes
- Identify strengths and weaknesses of competitors and defeat them by factoring them into the strategic thinking process
- Strategically plan possible strikes at the competitors' weakest point
- Adapt to new challenges quickly and stay ahead of competitors
- Develop a warrior's fighting spirit to beat the competitors
- Lay out long term strategies to ensure organizational success and victory
- Manage your team effectively
- Learn excellent leadership skill
- Learn strategies to keep and motivate good performing employees

Who Must Attend.

- All level of Managers and Executives

Course Detail

Module 1: Introduction To Sun Tzu's Art of War

- The historical background
- The content of its 13 chapters
- The importance and relevance of Sun Tzu's Art of War in today's business world
- How to use The 5 Factors in Winning

Module 2: Application Of Sun Tzu's Principles Of Leadership

- Sun Tzu's Art of LEADING
- How to become more confident & motivated Leader
- The LEADERSHIP success factors

Module 3: Sun Tzu's Art Of Personnel Management & Managing People

- How To Read a Person Like Reading A Book
- Learning to understand people
- 2 keys to understand people
- Understand human behaviours
- Managing people

Module 4: Sun Tzu's Art Of Building Great Team

- What every manager should know about team building
- Common mistakes you don't want to make
- Maximizing your team potential
- Sun Tzu's Art of Team development & process

Module 5: Sun Tzu's Best Kept Strategies For Expanding Your Business

- The tactic of SURPRISE
- The creation of FORCE
- Make the crooked STRAIGHT
- Seek VICTORY before WAR
- The Sun Tzu's COMPETITIVE strategies
- Swiftness in execution

Module 6: Sun Tzu's Art Of Scenario Planning

- What is a SCENARIO PLANNING
- Identify THE PROCESS OF SCENARIO PLANNING
- Implementing The Strategy
- Turning CRISIS into OPPORTUNITY

Methodology

A combination of Learning techniques will be applied: hands-on activities, role play, group discussion & presentation, evaluation tests, class lectures, case studies and real examples. The course will be intensive but practical and highly interactive. Participants will participate actively & ask questions during the programme.

Course Leader

MR. CASEY TEE

Negotiation Skills Master Trainer , USA

LIMRA Certified Agency Management Trainer,USA

Certified Personal Peak Performance Trainer

Certified Personality Sales Trainer

Certified EQ Master Trainer

Master Trainer of Presentation Dynamic ,USA

LIMRA Certified Personality Sales Trainer,USA

Wilson Learning Certified Sales Trainer

NLP Master Trainer

Sun Tzu's Strategic Planning Master Trainer

Certified Financial Planner Lecturer (C.F.P)

Mr. Casey Tee, a 28 years training specialist is acclaimed as one of Malaysia's most dynamic and inspiring public speaker since 1985 and has steadily increased his stature as one of the leading sales and negotiation speakers in this region. He holds a Bachelor Degree in Applied Economics from University of Malaya in 1987 and a Diploma in Management from the US thereafter.

Fluent in three (3) languages (English, Bahasa Malaysia, and Mandarin), he is an extremely sought after training specialist both locally and internationally. He is reputed to one of the leading authorities in this region on the subject of project negotiation, change management, Sun Tzu's Art of War, Master Trainer of sales and sales management training, customer service, attitudinal training, and motivation programs. The impact of his lively, entertaining, and creative training concepts have inspired his participants to attain excellence and peak performance in their organizations.

He was a licensed trainer of **Negotiation International Corporation** of the United States of America in the areas of negotiation training programmes. He is also a **licensed trainer of Sales and Negotiation in Project Management** of the United States of America in the area of **Management Planning & Execution** training programs.

Mr Casey has personally conducted negotiation skills training for: UDA, Sime UEP, UEM, IOI Property, IJM, SP Setia, Ecoworld, Mid Valley, KLCC, Prasarana, DHL Supply Chain, Genting Berhad, West Port Berhad, Petronas, Johnson & Johnson, Nissan Motor, Continental Tyre, SAP, HP, IBM, ACER Computer, Great Eastern Life, Prudential. Uni Asia, ING, AIG, Asia Life, Takaful Malaysia, Bank Negara, Tokyo Marines, Oriental Bank, BHL Bank, Hock Hua Bank, Southern Bank, Mead Johnson, Sara Lee, Carlsberg Marketing, PERMANIS, Bank Negara, AIA, Uni Asia, Tokio Marines Insurance, Pacific Insurance, MSIG, Maxis, Sime Darby, CIMB Wealth Advisors, Maybank, Prudential Assurance, Goodyear Tyre , Atos Origin, Motorola, National Panasonic, ManuLife (formerly known as John Hancock Life Insurance), Zurich-MCIS, American Home Assurance, HLA, AIG, Tractor Malaysia Berhad, Ford Motor, Tan Chong Motor, Proton and Axa Life Singapore, to name a few and many more.

Course Fee

Request For Quotation For In-House Programme

Certificate

Upon successful completion of this program, you will receive a Certificate of Attendance.

Certificates are distributed on the final day of the program.

Payment mode:

Please make payment to:

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1. BANK IN CHEQUE

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*Note that we DO NOT take any payments during the event.

3. BANK IN CASH: You can also pay by cash through bank-in our company bank account.

4. Interbank Transfer- You can also opt to use GIRO transfer.