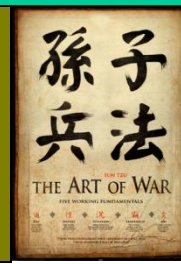


# SUN TZU'S ART OF WAR

Winning Strategies in  
**MANAGEMENT & LEADERSHIP**  
For Managers and Executives



2 Days

Date: 2 – 3 August, 2012  
Time: 9.00am – 5.00pm  
Venue: Hotel Parkroyal KL  
Fee: RM 1,400 per participant

( The fee includes course materials, certificate of attendance, lunch and refreshments )



## INTRODUCTION

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, mould employees from different cultures into a team and show excellent leadership in their managerial style.

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.

This workshop presents tools and techniques to achieve success despite the presence of adversaries and obstacles. You will learn how to apply universal principles of strategy that have led people to success throughout the ages.

## OBJECTIVE

At the end of the 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 SHOULD ATTEND?

Present and future decision makers

## COURSE CONTENT

### MODULE 1: INTRODUCTION TO SUN TZU'S ART OF WAR IN STRATEGIC THINKING

- The historical background
- The contents of its 13 chapters
- The importance and relevance of Sun Tzu's Art of War in today's business world

### MODULE 2: APPLICATION OF SUN TZU'S PRINCIPLES IN STRATEGIC PLANNING

- Sun Tzu's process in detailed planning
- The prerequisites of planning
- How to use 5 Factors in planning
- Formulation of goals
- The principles of attack
- The principles of **direct** and indirect **force**

### MODULE 3: SUN TZU'S ART OF MANAGING PEOPLE

- Learning to understand people
- 2 keys to understand people
- Understand human behaviours
- Managing people

### MODULE 4: SUN TZU'S LEADERSHIP PRINCIPLES

- What every manager should know leadership
- Common mistakes you don't want to make
- Maximizing your leadership potential
- Sun Tzu's leadership development & process

### MODULE 5: SUN TZU'S BEST KEPT STRATEGIES FOR MANAGING COMPETITION

- 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 MANAGING CHANGE

- What are some of the changes 2,500 years ago
- What can we learn from ancient strategies to weather storms & challenges
- Managing change the Sun Tzu's way

## WORKSHOP LEADER

**Mr. Tee Keno Chai** is one of the foremost training consultants on oriental management and leadership training in this region, addressing more than 10,000 men and women each year in public and private seminars in the ASEAN countries and Australia regions. He is well-known for his highly successful Sun Tzu's Art of War seminars personally conducted by him in and out of the country from Top Management to Executives on how to apply Sun Tzu's Art of War to beat the competition, performance slump, improve relationship and superior leadership qualities and peak performance. He is a graduate from University of Malaya and also holder of an Advanced Diploma in Management from the United States of America. With over 20 years of training experience, he is reputed to be a leading public speaker in the country. He is also a popular trainer for Neuro Linguistic Programing (NLP). He has personally conducted over 10,000 highly successful seminars for many world class companies such as:- National Panasonic, Petronas, Mead Johnson, Resort World, Clarins, Avis-Rent-Car, Bausch & Lomb and many others. His seminars are power-packed and he has the ability to inspire his audience to discover their potential and be the best that they can be. He has personally conducted sales and management programmes for most of the financial organizations such as Al Rajhi Bank, AIG, CIMB Wealth Advisors, MSIG, TM Asia Life Malaysia Berhad, Uni.Asia Life, ETIQA Insurance & Takaful, Great Eastern Life, American Home Assurance, Prudential Assurance, Malayan Banking Berhad, AmBank Group, HSBC, EON Bank, OCBC, UOB and many more. Clients keep coming back to him for advice and consultancy due to the fact that he does not talk about theory on sales and management. He speaks about the art and science of salesology and management using Sun Tzu's Art of War. His training is packed with motivational stories, humour, role plays, and case studies to ensure the participants have a good command of knowledge and skills.

# REGISTRATION FORM

## SUN TZU'S ART OF WAR: Winning Strategies in Management & Leadership For Managers & Executives

**DATE:** 2 & 3 August 2012    **VENUE:** Hotel Parkroyal Kuala Lumpur    **TIME:** 9:00am – 5.00pm

**TRAINING FEES:** RM1,400 per participant

(Fees include course materials, Certificate of Attendance, lunch & refreshments)

To register, please complete Registration Form and payment as follows:

Director, New Era SME Centre

**Dong Jiao Zong Higher Learning Centre Bhd**

Lot 5, Seksyen 10, Jalan Bukit,

43000 Kajang, Selangor.

Tel: 03-87392770

Fax: 03-87336799

Email: [smecentre@newera.edu.my](mailto:smecentre@newera.edu.my)

I wish to register the following participants:

Name	Designation	Email
1)		
2)		
3)		

\* Early Bird Fee (by 12 July 2012): RM 1,300 per participant

\*\* Group Discount: Enjoy 10% discount off the regular fees for 3 or more participants from the same organisation and of the same billing source.

### Submitted by:

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel No: \_\_\_\_\_ Fax No: \_\_\_\_\_ Email: \_\_\_\_\_

- ◆ Registration is on a first-come-first-served basis.
- ◆ Payment by cheques should be crossed and made payable to: **New Era College**.  
BANK DETAILS: **OCBC 706-103710-6**
- ◆ A substitute delegate is welcome at any time at no extra charge if the registered participant is unable to attend. Full payment will be charged if cancellation is made after **19 July 2012**. This also applies to no show on the day of event. All notices of cancellation or replacements must be made in writing and acknowledged by The Organizer via email or fax.
- ◆ The Organizer reserves the right to amend or cancel the event due to unforeseen circumstances.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



### **Enquiries & Registration**

New Era College (SME Centre)

**Dong Jiao Zong Higher Learning Centre Bhd**

Tel: 03-87392770 Ext.414

Fax: 03-87336799

Email: [smecentre@newera.edu.my](mailto:smecentre@newera.edu.my)

[Http://www.newera.edu.my/sme/English/index.php](http://www.newera.edu.my/sme/English/index.php)