



STRATEGIC INNOVATION CONSULTING PTE LTD
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Pages: 3

SPECIMEN

RE: INNOVATION TOOLS FOR INNOVATION TEAMS FOR PROCESS INNOVATION AND PROJECT IMPLEMENTATION

For commercial organisation, short product life-cycles, intensified competition and corporate globalisation; and for non-commercial organisations tighter Government spending, political fluidity and closer scrutiny by more informed and demanding public are some of the drivers of rapid and discontinuous change and challenges today and into the foreseeable future. The demise of many large organisations go to show that many of these organisations fail to understand the rapidly changing landscape of the environment or are too slow in changing to stay relevant and to survive. "When the rate of change in the environment is faster than the rate of change in the organisation, the end is near" said Jack Welch, Chief Executive Officer of General Electric. Many organisations have grown fat and bureaucratic on past stability and predictability.

For most large organisations that do indeed try to cope with the changes around them, the main thrust of their strategy for survival lay in the search for more efficient approaches. In the most visible form this has meant slimming down the labour force, tightening up financial controls by trimming costs and investment in technological solutions. This response is an attractive one. It is based on analysis, rationality and objectivity. It preserves a model of organisational life that is familiar. It is also clearly necessary in the drive to gain and maintain competitive advantage or to use scarce resources wisely.

However, cost efficiency and economies of scale alone are not enough to explain how Daimler-Benz has become the World's leading manufacturer of medium and heavy trucks. It's as much due to an obsession with customer service, flexibility in being able to offer twelve hundred different models of truck with twenty-two thousand special variations, and tenaciousness in being able to adapt to continuously changing circumstances.

With complexity and rapid changes as a way of life, organisation which want to substantially improve its performance levels will need to seek new ways of doing things and how they do it. So what are the alternatives? What kinds of organisation are needed to produce outstanding performance under constant change and uncertainty?

To compete and win in such a fluid business environment, businesses and Not-for-Profit organisations must strive towards becoming a project-based organisation with innovation teams. To empower innovation teams to thrive in organisations, there must be a life-style or culture change; a change in leadership style; a change in the way we communicate; and to break down the functional way of doing things. These require organisations to have a set of innovation tools to drive system thinking for process innovation and project implementation to translate innovation into innovative products and services that set industry benchmark and exceed customer needs and expectation or create new demand.

A proven versatile set of management planning tools that can help to achieve this is the 7 Management Planning (MP) Tools. Departing significantly from established planning methodologies, the 7 MP Tools offers a powerful framework for system thinking and action planning that is well suited in our current constant change and ambiguity.

The Premise behind the 7 MP Tools is that leaders and project managers must be effective proactive system thinkers rather than reactive planners. And to resolve issues that are complex and difficult to get a handle on, require a lot of time to resolve, have not responded to traditional solutions and require the involvement of team members to solve.

This workshop promises to be an exceptional experience, providing you with an unrivalled opportunity to network with your peers through establishing new contacts, exchanging views and sharing new ideas and practices.

The details and registration form of our programme are attached.

As we are now in the process of confirming the participants' registration, you **must** fax to us your registration form **immediately** to secure a seat for the programme via our fax no. **8429840**.

It is definitely an opportunity not to be missed!

Meanwhile, please feel free to call me at 8429895 should you need further assistance.

We are looking forward to welcoming you and other senior managers of your organisation to join us in this experience and enriching session.

Thank you and best regards



Watson Chong
President and Chief Executive Officer
Strategic Innovation Consulting Pte Ltd



INNOVATION TOOLS FOR INNOVATION TEAMS FOR PROCESS INNOVATION AND PROJECT IMPLEMENTATION



Conducted By
Mr C.W. Watson, President & CEO
Strategic Innovation Consulting Pte Ltd
(A Committed Partner Whom You Can Trust)

**ORGANISED BY:
STRATEGIC EVENT MANAGEMENT SERVICES**

To compete and win in such a fluid business environment, businesses and Not-for-Profit organisations must strive towards becoming a project-based organisation with innovation teams. To do that organisations require a set of innovation tools to drive system thinking for process innovation and project implementation to translate innovation into innovative products and services that set industry benchmark and exceed customer needs and expectation or to create new demand.

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So join us for an enriching session to learn and understand how to innovate through teams in your organisation.

Dates : 25 March – 26 March 2002 (2 days)
: 15 April – 16 April 2002 (2 days)
: 09 May – 10 May 2002 (2 days)

Time : 9.00a.m. – 5.00p.m.

Venue : Novotel Apollo Singapore

Fees : S\$1,900.00

: S\$1,710.00 for companies sending 3 and more participants from the same organization.

Workshop Objectives

- Review the reasons business and not-for-profit organization should Embrace innovation to strengthen and sustain organization achievement
- Use the planning model within their work environment to resolve complex issues and projects
- Use each of the seven Management Planning Tools
- Define the purpose, value and applications of each of the tools
- Facilitate the use of the seven tools in groups chartered with planning projects and / or resolving issues
- Select the appropriate tools to use based on the issues and its stage in the Process innovation or project planning model
- Identify and remove barriers and roadblocks that may be encountered in Using these tools.
- How to mobilise changes through Executive Leadership

Who should attend

Project Managers, Process Champions, Team Leaders, Team Members, Committee Chairman and members, And staff involved in management and working in teams

Workshop Leader

- Bachelor degree with honours in Economics and Management Studies from University of London (United Kingdom).
- Master degree in General & Strategic Management & Consultancy from Maastricht School of Management (Netherlands).
 - Post graduate Diploma in Financial Management and Higher Diploma in Hotel Management.
- Conducted Strategic Planning Executive Retreat, Strategy Deployment and Measurement using the Balanced Scorecard Framework for many companies.
 - Conducted EVA Workshop using Balanced Scorecard Framework to identify non-financial drivers of value.

Enquiries: For any enquires please call Mr C.W Watson at 8429895 or fax to us at 8429840

REGISTRATION FORM

Reserve via Fax: 8429840

25 March–26 March 2002

15 April – 16 April 2002

09 May – 10 May 2002

NOTE: This programme is subject to changes under unforeseen circumstances by the organiser without prior notice.

Name (Dr/Mr/Mrs/Ms): _____ Designation _____

Company: _____ Nature of Business _____

Address: _____

Contact Person (If different from above) _____ Tel No. _____ Fax No. _____

You may register via fax but registration is only confirmed upon receipt of payment. Mail your crossed cheque made payable to "Strategic Innovation Consulting Pte Ltd" and send cheque with registration form to