

## Administrative Information

### SMART Executive

#### Date

March 19 & 20, 2007

#### Time

9 am – 5 pm

#### Fee

S\$1,050.00 SIM members

S\$1,207.50 Non-members

(Inclusive of 5% GST)

For foreign delegates, please refer to clause 2.

### SMART Innovation

#### Date

March 21 & 22, 2007

#### Time

9 am – 5 pm

#### Fee

S\$1,050.00 SIM members

S\$1,207.50 Non-members

(Inclusive of 5% GST)

For foreign delegates, please refer to clause 2.

#### Venue

Singapore Institute of Management

Management House

41 Namly Avenue

Singapore 267616

#### Closing Date

February 19 / February 21, 2007

#### Enquiries

Tel: (65) 6248 9422 / 6246 6746

E-mail: [exec@sim.edu.sg](mailto:exec@sim.edu.sg)

### 1. Hotel reservations (for foreign delegates)

Please contact us for assistance in hotel reservations.

### 2. Registration and Payment

A place will be reserved for you upon receipt of your registration by fax/e-mail. Please inform us in writing of any change in your registration with more than 10 working days\* of notice before commencement of seminar, after which 25% of course fee will be chargeable. If no notification is received by commencement date, the full course fee will be charged.

For foreign delegates sponsored by their companies, 5% GST is not applicable. If payment is made through a local company, 5% GST will apply.

Payment must be made by the closing date stated above. All cheques/bank drafts must be made payable to **Singapore Institute of Management**, crossed and marked 'A/C payee only' with the programme title(s) indicated on the back of the cheques. Mailing address can be found at the bottom of this brochure.

### 3. Refund of Fees

If notice of withdrawal is given in writing:

- 100% refund for written notification more

than 10 working days\* before commencement

- 75% refund for written notification within 10 working days\* before commencement
- After commencement/No show – No refund

### 4. Cancellation

SIM reserves the right to cancel the course due to unforeseen circumstances.

### 5. In-Company Training

Please contact our In-Company Training at 6248 9404/ 6248 9405/ 6248 9457 or [ict@sim.edu.sg](mailto:ict@sim.edu.sg)

### 6. Website

Visit our website at [www.sim.edu.sg](http://www.sim.edu.sg) for more information on SIM programmes and services.

### 7. Service Feedback Hotline

To give feedback on our service, please call our service hotline 1800-248 9673 on weekdays from 8.30 am to 5.30 pm.

*\*Monday to Friday, excluding Saturday, Sunday & Public Holiday.*

## Registration Form

EPA – ABCDE

### SMART Executive

Date : March 19 & 20, 2007

### SMART Innovation

Date : March 21 & 22, 2007

### Participant's Information (compulsory information)

Name: Dr/Mr/Ms \_\_\_\_\_

Job Title: \_\_\_\_\_ Company: \_\_\_\_\_

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

Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Enclosed is a cheque/bank draft made payable to the 'Singapore Institute of Management'.

Cheque/bank draft No \_\_\_\_\_ Amount: S\$ \_\_\_\_\_

### Hotel Accommodation

I require accommodation. Please contact me to arrange.

Arrival Date: \_\_\_\_\_ Time: \_\_\_\_\_ Flight No: \_\_\_\_\_

Departure Date: \_\_\_\_\_ Time: \_\_\_\_\_ Flight No: \_\_\_\_\_

Participant's Signature / Date \_\_\_\_\_

GST Registration No: 19-9607747-H

Please mail/fax this registration form with the participation fee no later than February 19 to:  
Estina Yap (EPA), Singapore Institute of Management, Management House, 41 Namly Avenue, Singapore 267616  
Fax: (65) 6467 4401

## SMART Executive / SMART Innovation

### Payment

Fee : S\$1,000.00 SIM members / S\$1,150.00 Non-members

5% GST : S\$ 50.00 SIM members / S\$ 57.50 Non-members

Total : S\$1,050.00 SIM members / S\$1,207.50 Non-members

*For foreign delegates, please refer to clause 2.*

**>>>** Senior Management

## **SMART Executive**

**Ten3 Training Course for New-Generation Top Managers**

March 19 & 20, 2007

## **SMART Innovation**

**Ten3 Training Course for New-Generation Top Managers and Innovative Leaders**

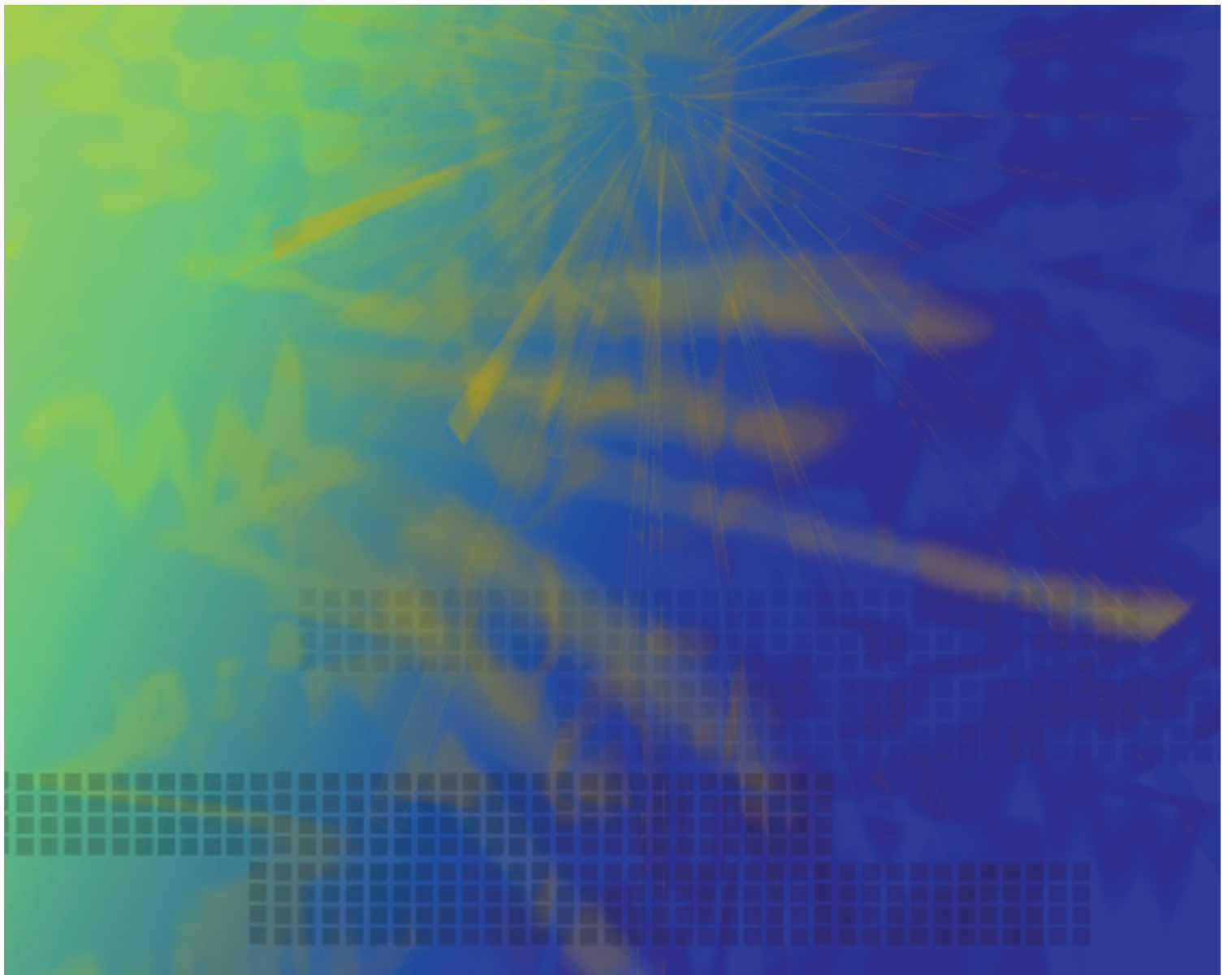
March 21 & 22, 2007

Course Leader

**Dr Vadim Kotelnikov**

Supported by

**Dr Tan Jing Hee**



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# SMART Executive

Ten3 Training Course for New-Generation Top Managers



## Objectives

**New Business Environment.** Today, we are living in a chaotic transition period to a new age defined by global competition, rampant change, faster flow of information and communication, increasing business complexity, and pervasive globalisation. The pace of change has become so rapid that it takes a different type of firm to be dominant and to mark an entirely new era of business. Winning companies today are cross-functionally excellent. They are also relentless innovators. And they are fast!

**New-generation Corporate Leaders.** To help their companies survive and grow in the new rapidly changing business environment, new-generation corporate leaders must become innovation leaders and cross-functionally excellent business architects. They learn continuously and build synergies between different departments and business units. They facilitate cross-departmental teamwork and inspire and lead people who turn their vision and corporate strategies into reality.

**Benefits To You.** We help you discover leading-edge trends of modern business development and build lateral cross-functional expertise and systems thinking. We also help you discover innovative synergies in your existing business and build a market-leading company. We inspire innovative business strategies and give the keys to its effective implementation.

## Who Must Attend

Top managers, line managers and entrepreneurs.

## Workshop Outline

- 1. Smart Leader**
  - Character and People Skills
  - Technology of Achievement
  - Leadership Skills
- 2. Smart Company**
  - Balanced Business System
  - Winning Organisation
  - Synergised Business Processes
- 3. Smart Strategies**
  - Enterprises Strategies
  - Competitive Strategies
  - Strategic Achievement
- 4. Smart Management**
  - New Management Model
  - Results-based Leadership
  - 25 Lessons from Jack Welch
- 5. Smart Innovation**
  - Systemic Innovation
  - Innovation Strategies
  - Corporate Innovation System



## Learning Features

**Ten3 SMART Training.** Ten3 SMART training is an interactive lecture. SMART stands for Synergistic, Motivational, Achievement-oriented, Rapid, Technology-powered. Ten3 Smart Course Materials – powerful Ten3 slides with half-page executive summaries – make learning easy and fast!

**Revolutionary Learning Without Forgetting.** Research shows, that after a conventional training by Day 2, you forget 50% of what you've learned, and by Day 30, you retain 2%–3% of the original knowledge and need to be re-trained. We've solved this problem. In addition to conventional hand-outs, we give you a Ten3 SMART screen saver. It displays e-coaching slides of the training course, helps you reactivate your knowledge and inspires new ideas beyond the training.



**Founder, Ten3 Business e-Coach**  
**World's #1 source of Inspiration, Innovation and Leadership**

**Dr. Vadim Kotelnikov**

Vadim Kotelnikov is the founder of Ten3 Business e-Coach and global Ten3 Network.

**Global Leader.** Ten3 Business e-Coach is the world's #1 e-coaching resource for modern business leaders, entrepreneurs, innovators, business consultants, and trainers. It inspires entrepreneurial creativity and leadership, facilitates systems thinking, and helps you discover innovative business synergies.

**Global Clientele.** Organisations from more than 100 countries buy inspirational smart and fast Ten3 mini-courses. Among their customers are 3M, ABB, Adidas, Alcatel, American Express, Bayer, Boeing, British American Tobacco, BP, Canon, Cisco, Colgate, Corning, Deloitte, Ernst & Young, Fujitsu-Siemens, GE, GM, Goldman Sachs, HP, Hitachi, Hyundai, IBM, Intel, Johnson & Johnson, JP Morgan Chase, KPMG, Lufthansa, Microsoft, Motorola,

# SMART Innovation

## Ten3 Training Course for New-Generation Top Managers and Innovation Leaders

### Objectives

#### Modern Systemic Approach to Innovation.

Innovation is the key driver of competitive advantage, growth, and profitability. There are many parts of the whole field of innovation: strategy innovation, new product development, creative approaches to problem solving, idea management, suggestion systems, etc. All of these components are important. Yet approaching them piecemeal will bring piecemeal results. Innovation is not divisible – ‘good in parts’ is no good at all. Innovation systems are only as strong as their weakest links. In today’s new era of systemic innovation, you must design your firm’s innovation process holistically. You must integrate these seemingly disparate issues into a single overarching strategy to mobilise them in the quest for growth. Today, it is more important for an organisation to be cross-functionally excellent than functionally excellent.

**Benefits To You.** Modern enterprise-wide systems approach to innovation is explained. It helps you discover innovative business synergies and unlimited opportunities for innovation and growth within your existing business system. Further, it helps you mobilise unlimited capabilities of your organisation and people to achieve your strategic goals. The innovation system model synthesises and defines the core elements of innovation, their behaviour and interaction. This model makes it easier to understand complex issues and dynamics of innovation. It establishes a framework that helps you to demystify the innovation process and its driving forces, to reveal the unique innovation practices of market champions and understand what makes them so successful and unique.

### 3 Business e-Coach n, Innovation and Unlimited Growth

Nokia, Oracle, Samsung, Shell, Sony, Union Bank of Switzerland, and many leading business schools.

**Global Expertise.** Dr Kotelnikov is a Russian-born international business coach, trainer and infopreneur. Since 1990, he has been working as an international business consultant and trainer in 50+ countries around the globe. He holds a MSc Cybernetics, a MSc Economics and a PhD Economics.

### Dr Tan Jing Hee

Dr Tan is currently Managing Director of LEAP Performance Pte Ltd, a management training, education and consultancy firm. He is a qualified user of MBIT, Certified Programme Leader for Louis Allen Associates range of management programmes and a Fellow of the Chartered Institute of Marketing, UK. He is an Executive Director of EASB Institute of Management.



### Who Must Attend

Top managers, innovation leaders and entrepreneurs.

### Workshop Outline

- 1. Innovation as a Key to Business Success**
  - Healthy Company, Balanced Business, Competitive Strategies
  - Top-line and Bottom-line Growth Strategies
  - Business Model: Converting Innovation to Economic Value
- 2. Innovation Strategies**
  - Sustainable Profit Growth Strategies
  - Systemic Innovation: Strategy, Technology, Product, Process Innovation
  - Venture Strategies and Opportunity-driven Business Development
- 3. Innovative Organisation**
  - Corporate Innovation System
  - Fast Company
  - Knowledge and Idea Management
- 4. Innovation Processes**
  - Traditional and New Flexible Innovation Process Model
  - The Jazz of Innovation
  - Radical Innovation
- 5. Innovative People**
  - Cross-functionally Excellent Innovation Leader
  - Inspiring and Energising People and Teams
  - Entrepreneurial Creativity

*“If you stop learning, you stop creating history and become history.”*

*— Vadim Kotelnikov*