

# MAKE EVERY STAFF A **BUSINESS\$\$-THINKING MANAGER**



## Business-thinking Manager

### A 2-Day workshop

For any business to thrive and flourish to its optimum, managers of all levels, regardless of title, should develop a “business-thinking” mind-set. A mind-set that keeps all managers constantly on their toes to collectively build the business in each of the roles they play.

***“As for Managers, they too must be ready to change.”***

Businesses today are operating in an environment that is not just changing but changing at an unprecedented pace. What was rocket science yesterday is plain vanilla today. What works to bring in the business and customers is very quickly rendered ineffective. Employees who were motivated to give their best by the challenge of the job and the satisfaction it gives them are now driven by other considerations. Longevity (often mistaken for loyalty) is no longer in vogue and rewarded. Businesses are in the business of making money and there is no room for ‘freeloaders’.

Faced with such challenges, organisations must do some serious soul-searching and undertake the necessary changes to ensure their continual well-being and growth, indeed their very business survival. There must be new ways of doing business through new structures, new systems and processes, new values and cultures. We must replace what have become irrelevant and do not work. These are among the many new challenges faced by Managers today.



***“Managers who must think of themselves as businesspeople who happen to be in the business their organisations are in.”***

**Managers need to:**

**REALISE** that they can no longer afford to be merely technocrats or administrators placed in their positions to ensure that work gets done, and that the organisation's policies and rules and procedures are not breached.

**EXPECT** to earn their keep by contributing to the results of the organisation. They must be highly market and business-driven, able to look at important issues from a commercial perspective and make decisions that are not only technically correct but also make good business sense.

**STAY IN TOUCH** with their environment and be sensitive to changes and developments taking place.

**ANTICIPATE** threats to them and be able to identify and seek business opportunities to capitalise on.

**Who Should Attend:**

Mid to senior level managers from various divisions of a company.

**Date:**

14 & 15 November 2016

**Course Fee\*:**

Early Bird Rate - RM 2,600 per pax (expires 28 Oct 2016)

Groups of 2 or more – RM 2,600 per pax

Normal Rate – RM 2,700 per pax

*\*GST applies*

**Contact Details:**

Call Kam or Victoria @ (03) 7931 1833

Email – [tapleaders@tap.iact.my](mailto:tapleaders@tap.iact.my)

## COURSE OUTLINE - DAY ONE

### 9.00am to 12.30pm: SESSION ONE

- There are only two types of Managers: WINNERS and LOSERS
  - A relook at performance
  - Performance that counts
  - Performance equation
  - Often overlooked factors
- The bottleneck is at the head of the bottle – it is where the buck stops
- Appreciating the business and its environment
- The ever changing environment
  - VUCA: Challenges and concerns; strategies to manage these

### 12.30pm to 1.30pm: LUNCH BREAK

### 1.30pm to 5.00pm: SESSION TWO

- Characteristics of a business-thinking mindset
  - A new orientation required – from a *rules and regulations* to a *rewards and risks* orientation
- The business-thinking / entrepreneurial Manager – the e-Manager
- Identifying opportunities: environmental forces / changes / trends
- Creativity, innovation, entrepreneurship: the keys to success
- Understanding creativity and innovation – different perspectives
- Creativity / innovation and technology: From evolutionary to revolutionary
  - “New-old” to “New-new”

- END OF DAY 1 -

## **COURSE OUTLINE - DAY TWO**

### **9.00am to 12.30pm: SESSION THREE**

- Challenging the rules of the game
- A re-look at “being the boss”- additional skills to be acquired
- Managing employees today
  - The transient worker: What makes them tick, what they are looking for in a job
- Creating and nurturing a business-thinking work environment

### **12.30pm to 1.30pm: LUNCH BREAK**

### **1.30pm to 5.00pm: SESSION FOUR**

“Innovation Project” – Create, Develop & Present

**- END OF DAY 2 -**

## What participants are saying:

*Ai Yat is an outstanding trainer!*

*Through this workshop, it showed me that change in itself is an opportunity and not a bottleneck.*

*This would be just one of the many key takeaways of this workshop*

*- Munish Bhahamoriya. Sr. Partner -*

**IPG MEDIABRANDS**

*I find the case studies and personal experiences very relevant.*

*Truly, I could apply most of her given examples in my work.*

*- Zaiton Abdullah, Head of Correspondence -*

**CELCOM AXIATA**

*This workshop has thoroughly addressed the importance of mindset change.*

*It showed me that being business driven, begins with the mindset.*

*It activated the right mindset to take on the challenge of being a 'business-thinking manager'.*

*- Cathryn Pak, Media Manager-*

**UNIVERSAL MCCANN**

## MASTER TRAINER

**Goh Ai Yat** is the Managing Consultant of SBF Group of consulting companies. She regularly conducts business and financial skills programmes to prepare executives to stay relevant in today's challenging operating environment. Some of the programmes she has conducted range from Entrepreneurship, Creativity, Networking and Financial Analysis.



In the last few years, Ai Yat has also been very actively involved in career management training and support services for those affected by job separation exercises, to help them manage the challenging situation they are in and help retiring employees prepare for their next phase of their career and life. Some of the courses conducted range from Social and Family Network, Money Matters to Going into Business.

In the academic field, Ai Yat is currently teaching Entrepreneurial Process and Entrepreneurial Ventures for RMIT University degree programme at the SIM Global Education and Entrepreneurship and Strategic Finance Issues for an Australian MBA program.

In the highly competitive corporate training industry, Ai Yat is a much sought-after business skills facilitator in Malaysia, Singapore, Indonesia, Sri Lanka, Philippines, Hong Kong, Cambodia and Vietnam.

Ai Yat is also the first and only principal trainer in Asia for *The Back of the Napkin™ - Solving Problems with Pictures* for Digital Roam Inc. (US).

She holds an M.B.A. from the Entrepreneurship Institute of Australia.