



Strategy 360 Endorsed by Dr. Stephen Convey  
 Author, *The Habits of Highly Effective People*

# Certified Strategic Advisor™

A Professional Certification program from USA

## OVERVIEW

It is important for today's SME/SMLs managers & entrepreneurs to acquire the cutting edge strategic thinking skills to gain competitive edge over the others who do not! *Strategic thinking is what separates the successes from the failure, the rich from the poor, and the conventional from the exceptional.*

In this certification; it focus in-depth on the effective methods to mentor and advise your clients and team members in order to develop sound business plans that impact the quality of their career, business and life for sustainable peak performance.

## PROGRAM OBJECTIVES

The main objective is to equip our CSA to transform management from Conventional to Strategic Thinkers; facilitate success & demonstrate how to avoid costly management mistakes for your clients and team members. It is a cutting edge proven program from USA that transforms you to become a successful strategic leader cum advisor and arms you with a clear trajectory toward achieving your corporate and business goals seamlessly.



## FOR WHOM?

This intensive education program Certified Strategic Advisor or **CSA** in short is designed especially for entrepreneurs and managers who lead, mentor, coach or advise others to maximize productivity in their organizations.

## DELIVERY METHODOLOGY

The program uses a multi-channel of delivery i.e.

- Five days intensive workshop; followed with coaching to prepare for the final evaluation by the Leadership Council.
- Guided individual reflections and coaching session
- Real World mini case studies to bring the principles alive
- Video Learning with many of the world's toughest challenges filmed on seven continents such as World Trade Centre, the Bikini Atoll nuclear test sites, the OJ Simpson cases, Hurricane Katrina and even in a shark cage etc.
- Develop a reality powerful business plan that aligns to your personal life!

## LEARNING OUTCOMES

As a CSA you can improve performance of an organization at the local or even global level in addition to developing and implementing effective key performance indicators and measurements methods.

*As a CSA; you will guide your clients/ team members to achieve the following outcomes:*

- Better management of internal resources to set strategic directions
- Utilize cutting edge management tools to analyze for effective decisions making that get better results.
- Enhance your communication strategies to improve services and sales
- Leverage your existing processes, procedures and staff to improve effectiveness & meet KPIs.
- Learn to transform your organization by adopting the unique Profitable Leadership Behavioral Model

### The Certification of Certified Strategic Advisor by Institute for Leadership & Strategy; USA

Upon completion of the 5 days rigorous training; the participant has to undertake the development of their Strategic plan that aligns their business and personal life for the evaluation by the Leadership Council to ensure that the candidate has mastered the principle of Strategic Thinking.

The Institute of Leadership and Strategy was set up by an advisory board consists of leading business and coaching trend leaders to help develop emerging leaders in all business to become certified professionally. Collectively the Institute continuously develop and maintain a principled reputation for exemplary ethical leadership conduct internationally.

## PROGRAM CONTENT



**Profile trainer/coach-Oliver Ho, Master Trainer for Certified Strategic Advisor™ from USA.**

Oliver Ho is one of the most influential strategy training consultants and has appeared in an NTV7 interview on Blue Ocean Strategy in 2007. He has trained and briefed more than 5,000 managers and entrepreneurs on strategy and business and has more than 34 years of business experience at senior management level- information technology, consumer banking, merchant banking and Life long learning training & corporate consultancy services.

He holds a MBA (Distinction), Certified Professional Marketer, Diploma in Marketing (UK) and Diploma in Business Administration(Australia) he is a Fellow of Chartered Institute of Marketing (UK) and certified master trainer for the following professional or certification international bodies i.e.

- **CSA from Institute of Leadership and Strategy, USA**
- **Creatrix from Creatrix™ from USA**
- **Innovation Igniter™ from InnovationNetworks USA**
- **PassionWorks™ POW and Leadership from Passionworks Canada**

- Principal of Institute of Global Management-a Leading Life Long Learning College in Malaysia
- Employed at senior management levels-Rothschild Bank, Standard Chartered Bank, Mirabaud & Cie, Idris Hydraulic Group of companies...Vice President and Corporate Advisor
- Spearheaded 1<sup>st</sup> Customer Care survey for Institute of Bankers Malaysia in the mid 90s
- Co wrote the 1<sup>st</sup> Unit Trust Manual in Malaysia
- Author of Sales Management published by Times; over 9,000 copies sold
- Taught Asia Pacific Business at MBA level – Keele University
- Delivered papers at International business conferences in Japan, Indonesia, Philippines, Malaysia etc
- Chairman of Institute of Marketing Malaysia, served from 1988-2003
- Treasurer of Malaysian Computer Confederation Malaysia in the 80s
- Former Vice Chairman of Asian Beacon magazine
- Former Chairman of Institute of Marketing Malaysia
- Advisor to Women Institute of Management's Membership Committee till present
- Hon Sec. of CEO Forum Malaysia & Co author of a new book entitled: Mastering Innovative Customer Relationship Strategy with Dr Jarmo Lehtinen, to be published by Pearson by end 2011

## PROGRAM CONTENT

### 2) PURPOSE

#### 2.1 Philosophical (Get the Big Picture)

For optimal performance a business should develop a holistic view worldview using the powerful *Focus Factor*™ and *Zone of Balance*™ business models. Develop powerful vision and mission statements that clearly identifies your core mission with realistic Big Harry Goals that inspires your staff to have ownership and buy in to commit to its execution as well as implementation.

#### 2.2 Intellectual (Do the Homework)

Evaluate the concept of “teach ability” and learn the Johari Window™ Model for innovation. Identify learning gaps and shortcomings to boost the competitiveness skills of your staff No amount of information technology investment or knowledge matters if it is not used correctly!

### 3) PEOPLE

#### 3.1 Sociological (Think: Team )

Our bottom line results are dependent on our team performance and delivery to beat the competition. Evaluate leadership and team building relationships to identify and develop barriers to the competition by embracing the Talent-Effort model and management.

#### 3.2 Influential (Get the Word Out)

Identify the art of listening by developing essential communication skills and to develop customer relationship and retention strategy. Extreme micro management and control causes excessive damage to business. Harness the benefits of social media marketing today for the corporate world.

### 1) PRODUCTIVITY

#### 1.1 Physical ( Keep in Shape)

For the critical success of our business we need to keep in shape in our personal health by adopting the Focus factor™ to achieve a balance mindset. Also embrace the proprietary “Six E’s of Excellence” which outlines and evaluates how financially fit is your business through.... Ethic, Ego, Enlighten, Empathy, Empowerment and Enthusiasm to check out the health of our product and services.

#### 1.2 Environmental (Enjoy the View)

Learn our Environmental Continuum so that your team takes ownership of the environment and extraordinary things will happen by applying our Environmental Continuum model and Maslow’s hierarchy of needs (7 stage models). Use our worksheet to improve and enjoy your environmental environment where your business operates.

#### 1.3 Financial (Add Value)

Understanding finance is what every businessperson should know. Identify the elements of financial productivity (The Banker’s secret Vs the Millionaire’s secret).Develop Effective Cost cutting strategies (Adam’s Equity Theory, Risk-Reward, and Supply-Demand & Cost-Benefit models).Manage more confidently now with our 7 Financial models!



**Participant Toolkit from USA!**

#### 4) PROGRESS

##### 4.1 Developmental (Pick a Target)

Other goal setting training fails where CSA works. This is because people often ignore the foundational evaluations. This module takes you step-by-step through the goal setting process, mitigating risks so that you get the bottom line results you need. Develop "break out" strategies by applying the skills of "brain storming, realistic goal setting, decisions making matrix, mind mapping and negotiations skill. Set up KPI and execute KRA which are measurable and realistic.

##### 4.2 Operational (Make it Happen)

See exactly how top CEO's plan their days by point time management principles and explains time-saving concepts like "batching", "prioritizing", handling emergencies, avoiding time wasters, making meetings works and focus on keys to increasing efficiency. Success is putting priorities into action which are measurable and timely!

##### 4.3 Consequential (Leave a Legacy)

While everyone makes decisions, top executives use our Solution Mindset decision making toolkit that insures that the best decisions are made! This is a skill that will have immediate impacts.

The lessons we learn in day-to-day business and life are invaluable. This training shows you effective ways to capture your lessons celebrate your successes and build a legacy for both business applications and building a family or business legacy par excellence. The end depends upon the beginning that set to build up through our internationally proven first its kind Certified Strategic Advisor™ training coaching program from USA.

Date:  
10<sup>th</sup> Dec 2011

Venue:  
Holiday Inn  
Glenmarie

Fee Per Person:

Free of  
Charge!\*

**\*Program is approved under the "Continuance of Training Incentive for SME/SME Scheme" whereby our Government through PSMB will pay 100% of the RM 9,000.00 course fee (F.O.C) for 2 employees per company. Limited to 20 places on a first come first basis. This program will be facilitated by our Principle of IGM, Dr. Oliver Ho. For more information; please visit our website at <http://www.igm.edu.my>**



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