

"Latest Leading Solution for Globalization"

BLUE SEA SUPER STRATEGY

Introduction

Incorporating "The World is Flat"

2 DAYS Programme

In the challenging market, most of the companies "is trapped" in pricing game. Increase of the petrol and raw material price, marketplace inflation, the export of cheaper China products, etc., all these will make the business more taxing and competitive. The dilemma is how to make your company gain in the game? Besides producing quality products, we need to strengthen our internal system process to ensure we are customer driven, together with proper new strategies which will help business make a breakthrough.

To enhance the effectiveness of this programme delivery; the trainer has incorporated strategy thinking & planning concepts, incorporating Blue Sea Super Strategy companies at work in Malaysia and the keys success factors for today competitive globalize world.

Who Should Attend?

- CEOs/ COOs/ CFO/ General Managers / Branch Manager
- Marketing, Brand and Sales Managers
- For entrepreneurs interested in developing their business par excellence and is ahead of competitors



Methodology

Lecture, Pre/Post Test Assessment, Video Learning, Multiple Case Studies for Group Discussions and Presentations



Objective

- Discuss to view the competitive market Red versus Blue Sea Super Strategy perspectives
- Enhance the internal diagnosis and external analysis ability
- Develop Strategic Thinking beyond the box
- Implement Power Value Innovations

Learning Outcome

- Enhance internal diagnosis and integrated ability
- Utilise framework of Blue Sea Super Strategy Strategies, making competition irrelevant
- Creating new uncontested innovative marketplace
- Align the whole company's activities in pursuit of differentiation and low cost
- Understand the foundation principles to apply Blue Sea Super Strategy from analysing world class multiple case studies
- Able to reconstruct Market boundaries

Content

1ST DAY

Registration & Ice Breaker/speaker introduction
Strategic Thinking & Planning in the 21 st Century Workshop on Strategy Thinking What makes a winner in a competitive flat world?
TEA BREAK 1
Blue Sea Super Strategy in a nutshell <ul style="list-style-type: none"> • Red vs BSS Strategy • What is value innovation? • Self Test on BSS Strategy
LUNCH
Principles of BSS Strategy -Reconstruct Market Boundaries <ul style="list-style-type: none"> • Look across alternative industries • Look across strategic group within industry • Look across the chain of buyers • Look across complementary products and service offering • Look across functional or emotional appeal to buyers • Look across time
TEA BREAK 2
Analytical Tools and Framework <ul style="list-style-type: none"> • Strategic canvas • 4 Action framework • The eliminate-reduce-raise-create grid • 3 characteristics of a good strategy Focus on the Big picture <ul style="list-style-type: none"> • The 4 steps of visualizing strategy Reach beyond existing demands <ul style="list-style-type: none"> • How to discover the 3 tiers of non customers
Q & A

Upon successful attending the 2 days Blue Sea Super Strategy training & workshop, participants will receive Skill Certificate in Blue Sea Super Strategy certificate from IGM.



2ND DAY

Ice Breaker
Rediscovering your SWOTs / PESTs in a new analytical framework
TEA BREAK 3
Video Learning Part 1 on BSS Strategy & Case Studies <ul style="list-style-type: none"> • Eu Yan Sang • Air Asia • Cirque du Soleil • Blue Sea Super Strategy interview by NTV7
LUNCH
Group Presentation on lessons learnt! <ul style="list-style-type: none"> • Paradigm Shift • Group Workshops on How to Reach Beyond Existing Demand • Video Learning Part 2 on BSS Strategy Across Time
TEA BREAK 4
<ul style="list-style-type: none"> • Observations from Video Learning on BSS Strategy Across Time • Nine Key Points on BSS Strategy • Post Test on BSS Strategy
Q & A
Certificate of attendance and group photography

Why Attend IGM BLUE SEA SUPER STRATEGY

Based on the feedback received from participants, your presentation was useful and informative. The topic was relevant to their interests and would be useful to them in their current role. Your contribution to this program has been invaluable and highly appreciated.



Malaysia External Trade Development Corporation

We have an accelerated breakthrough in year 2007; tripling our profit after attending Blue Ocean training programme. Oliver Ho's passion and consultancy professionalism has been one of the key success factors.



Kian Joo Can Selangor Sdn. Bhd.

Excellent Blue Ocean Strategy Training! It was a delightful learning experience. I always leave his sessions with unbelievable excitement energy & motivation. He is unquestionably passionate about helping with people realize their goals.



KIKO Garments Sdn. Bhd.

It's the latest eye opening business concept in an easy to understand, systematic, lively, fun and passionate manner. NO REGRET & MUST ATTEND WORKSHOP for all key business decision makers.



Seasonings Specialities Sdn. Bhd.

My managers showed more committed towards our company. The Blue Ocean Strategy has provided us the platform to move ahead.



Chow Choon Corporation (M) Sdn. Bhd.

It has been a remarkably excellent seminar, thus finally, the real opportunity has arrived & time to create demand in our uncontested market place!



CN Beauty Sdn. Bhd.

The Blue Ocean seminar has opened our mind, leading us to develop our strategy.



MAXIMA FRANCHISE Sdn. Bhd.

The delivery was good as it combined local & international brands as examples so we could relate better. I also liked the practical group projects that we did which put in practice what we have learned in theory. I will recommend this program to my colleague at the office enthusiastically!

THE BODY SHOP.

**THE BODY SHOP
Rampai Niaga Sdn. Bhd.**

Our sincere and greatest thanks to Oliver Ho for delivering Blue Ocean Strategy seminar to the Group management officers and MQA.



Malaysian Qualifications Agency (MQA)

The workshop was enlightening, extremely interesting & it provided us with structured approach in our strategic planning process for future business development.



Pacific Engineering Sdn. Bhd.

It was a paradigm shift from our unconventional thinking & business planning strategy. Indeed it was an insightful visionary seminar. We thank Oliver for passion, high energy delivery & care for us to discover our Blue Ocean Strategy.



Focus Point Vision Care Group Sdn. Bhd.

I am delighted to have participated in the strategic thinking and planning session that helped to create the awareness in PSMB towards the need to re-align our vision, mission and objectives.



Pembangunan Sumber Manusia Bhd.

The whole theory & methodology of applying Blue Ocean strategy is packaged in an easy to understand 2 day training by IGM. Oliver with his vast experience in the corporate world managed to deliver the concepts superbly in a crisp & simple form.



INFINITY Group of Companies

Oliver Ho's method of training is fully commendable because we not only learn new inputs throughout the session but had fun as well. We fully recommend other companies, especially the senior management to attend this training in order to create a winning future strategy that will help their companies to remain at the top of their game.



Everly Resort Hotel Malacca

I can now understand the 4 action framework & develop the mind boggling strategy canvas curve in 1 simple stage! I hope to implement the ideas & reap the rewards soon & watch my company's business grow.



GLOMAC Regal Sdn Bhd

Oliver Ho has given me a good understanding on "Blue Ocean Strategy". Now I feel so excited and committed to implement it in my department at UMS.



Universiti Malaysia Sabah

I will definitely extend this approach to colleagues and especially to my friends who have been competing and cutting each other throat to market their products and services and those who have countless attempts in creating new and niche market.



The LION Group of companies

Tutor Profile - Mr. Oliver Ho



Mr. Ho comes with a wealth of experience in many different fields. His vast managerial and consultancy exposure at senior managerial level from a diversity of industries such as Information Technology, Banking, and Educational Institutions to corporate training has enabled him to possess creative insights to develop business models for different industries.

He started his career in the Information Technology and rapidly rose in his career in the mid 1980s to become the general manager of Prime Computers Malaysia with a turnover of RM60 million a year. The other companies he had worked in included distributor of Wang Computers, USA and an IBM based software bureau which was a joint venture between Cooper & Lybrand's and a mining company in Ipoh i.e. Osborne and Chapel This was in the mid 70s.

Mr. Ho then he decided to embark on a new challenge and took up the position of Retail Banking Manager with Standard Chartered Bank. After 5 years in retail banking at Standard Chartered, he became the Vice President of a blue chipped private merchant bank - Rothschild Bank Spore on private cum investment banking to both HNWIs and corporate in his late 30s only!

He later returned to Malaysia and was appointed as Special Advisor to the Idris Hydraulic Group of Companies- a public listed company with 12 subsidiaries that range from housing development, finance company, and insurance industry to manufacturing of electronic white goods.

He now runs his own college of higher learning and consultancy i.e., Institute of Global Management (IGM) and managed to spearhead the college to be promoted overseas by the Malaysian Education Promotion Council as one of the top 25 outstanding Education Institutions in their 2000/1 and 2001/2) publication Year Books.

Under his leadership, he further re-engineered the Life Long Learning College's strength to focus on providing working adults lifelong training on soft skills such as marketing, sales, branding, and retail management to Blue Sea Super Strategy etc. This has led to its door opened to SMIDEC under the umbrella of Ministry of International Trade & Industry to appoint IGM and access to grants, as the leading soft skill training organization to SMI/SME to prepare these small to medium scale businesses to be ready to compete in the AFTA/WTO open market place.

He was appointed to serve or conferred the following positions:

- Advisor to Women Institute of Management
- Former Examiner for Institute of Bankers Malaysia
- Fellow of Chartered Institute of Marketing UK and Hon Liaison Officer of CIM (UK) 1988 - 1997
- Fellow and former Chairman of NGO - Institute of Marketing Malaysia
- Former Treasurer of Malaysian National Computer Confederation
- Former external examiner for Institute of Bankers Malaysia for the subject Marketing Financial Services

Mr. Ho has written a number of books, contributed many papers in management, and developed intellectual property breakthroughs such as:

- Earn Top Money, a book which has sold more than 9,000 copies published by Times Publisher
- The University of Keele (UK) appointed him as their faculty member to teach marketing at MBA level, and developed their study manual
- The 1st Unit Trust Manual for the Security Commission which as used a pre-perquisite guide for their licensing exam 1996-1998
- He has also researched and published articles/papers in news media like New Straits Times and Star, banking and marketing journals
- He also co developed the 1st Safety Manual for training at Proton Edar with a team of researchers within a timeframe of only 3 months

Institute of Global Management

Mr. Ho was invited to deliver numerous papers at world class international conferences in UK, Indonesia, Philippines and Japan. In the field of corporate Human Capital development, he specialised in delivering "The Blue Sea Super Strategy", Mastering Innovations and Customer Intimacy within the CRM paradox, Brand Equity etc.

Over the last decade, he has trained over 2,000 bankers, entrepreneurs and managers in marketing, customer care to strategic management thinking and planning etc. He has also trained executives and managers from Sunway University College, Reliance College, KDU College etc in the area of service marketing in the early 2000s and conducted seminars for the South Asia East Regional Computer Confederation Conference in October 2004 on CRM.

In mid 2007, Mr. Ho was invited to present special papers on Blue Sea Super Strategy and Customer Intimacy to a group of 30 OIC women entrepreneurs who were invited by the Malaysian government as part of the OIC national conference. In addition to that, he has briefed/trained nearly 1,500 managers and entrepreneurs on Blue Sea Super Strategy to many organisations.

Being acknowledged as one of the local Management experts, he was then interviewed by the prestigious mass media TV station i.e. NTV7 on 17th Sept 2007 to give his opinions and findings on the application of Blue Sea Super Strategy on the property sector in Malaysia. On the 13th to 14th November 2007, he was invited by the NGO-REHDA to conduct the Blue Sea Super Strategy training to over 20 leading Malaysian Housing Developers.

Mr. Oliver Ho will be spearheading the introduction of PassionWorks!™ from Canada a powerful change management tool for organizations as well as Breakout Strategy for senior management very timely and relevant for the new global meltdown economy.

Program Developed & Delivered by



Shaping Market Leaders!

Institute Of Global Management

Claimable from



Human Resource
Development Fund

Marketing Skills
Upgrading Grant by



Small and Medium Industries
Development Corporation

For further enquires contact

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Date: **17th & 18th April 2009**

Time: **9.00am – 5.00pm**

Venue: **IGM Lecture Hall**

No. 39 & 41, 2nd Floor, USJ 21 / 10,
47630 Subang Jaya.

**Course Fees: RM1400 * per person
(2 days programme)**

***RM 280 per person after 80% Marketing Skills Upgrading Grant for SMI / SMEs & Rm 700 per person after 50% Marketing Skills Upgrading Grant for large companies from SMIDEC**

*** Course fees are HRDF Claimable at RM1200 per person; this programme is approved under PSMB's SMETAP programme. Training materials are provided including tea breaks & lunch.**