

CERTIFICATE OF BUSINESS STRATEGIES

DURATION: 3 Days

14 Hours of Classroom Training,

7 Hours of Follow Up Session



INTRODUCTION

The pandemic has changed the way we work and live but how well do we cope with these changes? Be it an existing business or if you are at the crossroad thinking of ways to pivot, one essential skill that you will need is the skill of effective strategizing. This skillset will ensure you are able to have a structured way of strategizing which is essential to help you navigate yourself and your business out of the red ocean.

Without proper strategizing skills, most people would find that they set KPIs and targets without achieving them. In our current situation where we are going through turbulence times, we cannot afford to have such failures. Therefore, in this program, the participants will be equipped with strategizing skills which has stood the test of time and is used in many successful organizations. This program incorporates strategizing skills used by Sun Tzu as well as the latest strategies used by strategist today.

BENEFITS

At the end of the programme, participants are expected to be able to do the following:

- Apply the 5 fundamentals in strategizing
- Identify the stratagems from the Art of War
- Designing the framework for success
- Identifying new opportunities in the market
- Applying the ERRC method for to plot new sales and marketing strategies

KEY CONTENT

MODULE 1 – INTRODUCTION

- Revisiting a little piece of History
- Ancient Art vs Modern Art of War
- The Modern Strategist and the 5 Fundamentals
- Intro of the 5 Fundamentals

MODULE 2 – OUR STRATAGEMS

- How can we relate to the Art of War?
- How do our current 5 fundamentals look like?
- What changes can we make to our existing fundamentals?

MODULE 3 – THE INFLUENCE & KNOWING THE STRONG & WEAK

- Clear Instructions
- Firm Instructions
- Enforcement
- Discipline
- Authority
- Respect
- Focusing Energy to get Results

MODULE 4 – TACTICS

- What are our current Tools and Discipline?

MODULE 5 – MARKET CHANGES

- Finding a New “Tree”
- Getting Close to the Market
- Market Intelligence
- Deep Dive Strategy
- Capture the Market
 - Case Study A
 - Case Study B
 - Case Study C
 - Group Discussion B – “Which is our new Tree?”

MODULE 6 – THE TERRAINS

- Strategic Group
 - Case Study 1
- Emotional Appeal
 - Case Study 2
- Alternatives
 - Case Study 3
- Chain of Buyers
 - Case Study 4
- Elimination
- Reducing

- Raising
- Creating

MODULE 7– MANOEUVRING & TERRAINS

- What are our current Pathways?
- What are our new Pathways?

MODULE 8 – THE PATHWAY TO SUCCESS

- The Elimination Process
- The Reduction Process
- The Raising Process
- The Creation Process

MODULE 9 – SUN TZU APPLIED

- Rights
- Relationship
- Results
- Reproduce
- Respect
- Sales Discipline

TRAINING METHODOLOGY & DURATION

This training consists of theory and practical. The implementation of this program will include power point presentations, experiential activities, case studies sharing and discussions, role plays and strategy creation.

It starts off with a 2-day classroom training and participants are given tools to initiate their business strategy. This strategy of theirs will be presented on a day a month later. In total, this is a 3-day training session.

WHO SHOULD ATTEND

SME Business Owners, Sales and Marketing Managers who are seriously looking for new strategies to cope with the changes in the market and the challenges caused by the current pandemic.

TRAINER'S PROFILE



GERALD KONG

- MASTER OF ARTS IN DESIGN & DIGITAL MEDIA, COVENTRY UNIVERSITY, UK
- AUTHOR OF PRETTY LIES & UGLY TRUTH
- HRDF CERTIFIED TRAINER
- NLP CERTIFIED PRACTITIONER

Gerald Kong is the National Training Director of BNI (Business Network International) which is the world's largest business networking organization that helps business owners grow their business and leadership skills effectively through referral marketing. The participants of this organization passed more than RM52 Billion worth of business last year and during the 1st month of MCO in April 2020, they are still able to generate more than RM4.5 Billion worth of business from the business networking strategies that they deploy.

Gerald is also a panel trainer for HRDF who is appointed to certify other trainers by conducting HRDF's TTT for the last 9 years and he has certified close to 1000 trainers in Malaysia.

Besides being a best-selling author of 2 books, Gerald also runs an asset management company that manages more than US\$200 million worth of funds.