MASTERING CREATIVE INNOVATION

Introduction

2 Days Intensive Program….Spark Innovation during turbulent times!!!

OVERVIEW

Creativity and innovation will be the key differentiators for all business models of success for now and turbulent future. Almost every product or process today can be quickly replicated by 'me too' copycats competitors! In Malaysia, even the government has refocused on Innovation to drive the economy to a higher level for sustainable success. Only the passionate leaders/managers can propel innovation but he must be empowered and relearn new tools from this 2 days cutting edge innovation training; which is based on proven innovative successful business models and breakthrough creative thinking skills!

This program incorporates open, disruptive and value innovation tools used by leading world class innovative organizations. It will help you to break the barriers that hamper innovation par excellence, use it as the key creative force to achieve innovation transformations in your organisation with the take home lessons learnt?

Methodology

Group discussions
Real-life examples
Interactive exercises
Localized role play and
Lecture of key concepts

Who Should Attend?

CEO / COO's and Managers who lead the innovation/products development function – Marketing Managers & executives, Group Product Managers, Research & Development Managers, Departmental Heads, Business Development Managers, Sales Manager, Customer Service managers etc

Objectives

- What are the different types of innovation available?
- What is the measurement for creativity to flourish? Where are the barriers that stifle innovation?
- When can you use value innovation to create new uncontested markets?
- Where are the barriers that stifle innovation?
- How can you generate creative new ideas for your business?
- How you can mobilise to move from ideas to unleashing innovation to your market place?
- How to flip your thinking to reinvent business for future success?
- How can you integrate innovation with your strategic plan to accelerate your company success

Learning Outcomes

- Build innovation competencies/potentials with the latest skills
- Develop processes and overcome barriers that inhibit innovation
- Sharpen your skills for innovation success by learning from world class innovative companies.
- Acquire the cutting edge skills to think out of the box by flipping your thinking
- Learn to apply secrets for incremental/disruptive /value innovation/system thinking for future sustainable success.
- Use creative breakthrough thinking to solve problems and innovate
- Be able to move passionately innovation to the marketplace.

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Upon full attendance of the program,
The participant will receive a Certificate of attendance in
Mastering Creative Innovation from IGM

Contents of day 1st day- Developing Creative Innovation strategy

Day One Modules:

Time	Topics / Subjects to be covered
9.00am – 9.15am	Registration
9.15am – 9.30am	Introduction of speaker & Ice Breaker 1
9.30am – 10.00am	What is Innovation & Creativity? ▪ Difference between Invention and Innovation?
10.00am – 11.00am	What is takes to be an Innovative Organization? ▪ Different types of Innovation-incremental/disruptive/open & value innovation? ▪ Mapping Innovation: Idea generation/recognizing opportunities & support ▪ The innovation funnel/ innovation assessment tool-DCF/R methodology/discovery driven planning ▪ Types of strategy ▪ Strategic mechanism for market entry or dominance ▪ How to structure a company for innovation? Self Test on Innovation Business Innovations at work
11.00am – 11.30am	**TEA BREAK 1**
11.30am – 12.15pm	Barriers & Innovation management ▪ Seven Common barriers ▪ Removing barriers at workplace using force field/ rich diagrams etc. ▪ Incentives & Rewards ▪ The S curve and lessons learnt ▪ Finding the future for undershot/overshot & non customers profiles ▪ The Portfolio management approach for Innovation to mitigate risks ▪ Innovation Risk Test
12.15pm – 13.15pm	Group Workshop 1 & presentation- Video Learning on Innovator experiential journey
13.15pm – 14.30pm	**LUNCH**
14.30pm – 14.35pm	Ice Breaker 2-Blinkers teamwork
14.35pm – 15.35pm	Creativity at work ▪ Five myths ▪ Finding your sweet spot-3 creative components ▪ Tips to maximise creativity ▪ Working & handling creative teams and paradoxical characteristics ▪ Toward a creative friendly environment ▪ Creative leadership at work ▪ Self test on environment for creativity ▪ Workplace creative assessment tool
15.35pm – 16.00pm	The Creative Compass-How to explore your mind?
16.00pm – 16.30pm	**TEA BREAK 2**
16.30pm – 17.15pm 17.15pm- 17.30pm	Group Presentations workshop 2 on Creative problem solving ▪ Checklist for Innovation planning-step by step approach End of day one

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Contents of 2nd day- Value Innovation transformation @ work

Day Two Modules:

Time	Topics / Subjects to be Covered
9.15am – 10.30am	The " Value Innovation Transformation Circle" ▪ How to make the competition irrelevant & discover new uncontested market space? ▪ Discover unmet customers needs ▪ Tipping point leadership for innovation success
10.30am – 11.00am	**TEA BREAK 3**
11.00am – 11.45pm	Group Brainstorming/presentation workshop 3 ▪ Cirque du Soliel-Reinvent the circus ▪ Eu Yan Sang transformation story ▪ NYPD-Leadership excellence breakthrough ▪ 3 M sustainable innovation ▪ Zara success ▪ Apple Innovation breakthroughs
11.45pm – 12.45pm	Group Workshop 2 presentations
12.45pm - 13.15pm	Value innovation strategy across time- video learning 2 & open platform discussions
13.15pm – 14..30pm	Lunch Break 2
14.30-14.40pm	Ice Breaker 3
14.40pm – 15.50pm	Innovation @ work ▪ Flip your creative thinking in turbulent times by harnessing 4 forces of change ▪ Exploring System Thinking for future trends ▪ Exploiting innovation-Define clear customer needs ▪ Think out of the box- ideate it ▪ Synthesize/create innovation strategy-3 models at work ▪ How to think inside the box too! ▪ From *Good to Great*…Passion is the key for sustainable Success in transformation innovation
15.50pm – 16.20pm	**TEA BREAK 4**
16.20pm – 17.00pm 17.00pm-17.20pm	Group Brainstorming Workshop 4 & presentation-Flip Your Thinking now to change and exploring future system thinking Overview of Finland National Innovation Strategy Open Q & A session
1720pm – 17.30pm	Presentation of Certificates of participation and Group Photography Farewell.

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Trainer Profile

Oliver 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.
. 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 20001/2) 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 Ocean 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:

- Committee member of Women Institute of Management membership group
- 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
- ***Co author new book with Dr Jarmo Lethinen on Mastering Innovative CRM strategy to be published by Prentice Hall-June 2010***

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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

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 Ocean 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 Monash University, Sunway University College, Reliance College, and KDU College etc in the area of service strategy, marketing and conducted seminars for the South Asia East Regional Computer Confederation Conference in October 2004 on CRM.

In mid 2007, Ho was invited to present special papers on Blue Ocean 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 1,700 managers/entrepreneurs on Blue Ocean Strategy to many organisations such as YTL Group, MATRADE, REDHA, Maybank, Touch N Go Kian Joo Can, Nilai Memorial Park etc 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 Ocean Strategy on the property sector in Malaysia

Oliver pioneered cum innovated over 24 breakthrough financial, educational and corporate training products/services and continues to focus on creative innovation as his driving force to spearhead Institute of Global Management

The Mastering Creative Innovation programme has been approved under PSMB's Small and Medium Enterprise (SME's) Special program by Pembangunan Sumber Manusia (HRDF). Fees are auto debited from respective employers' key accounts, if eligible under SMETAP scheme. It is also available under SMIDEC Grant for qualified SME/SMIs

Program Developed & Delivered by,

IGM

...the Life Long Learning College

Shaping Market Leaders!

Institute of Global Management

Course Fees: **RM 1,400.00 Per Person ***

2 Days Programme held at new hotel

Venue: Piccolo hotel, Kuala Lumpur

For more information please contact Susan or Betsy at 03-80240060 or email susan@igm.edu.my

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Institute of Global Management

REGISTRATION FORM

FAX: (03) 8024 0086

YES! Please register the following participants for the program:

MASTERING CREATIVE INNOVATION

30th to 31st March 2010▪ 9.00 am – 5.30 pm ***(Proposed dates/venue– subject to change)***

Important Note: Payments must be made together with your registration / prior to the program date.

Name 1:			
Position:			
DL / Mobile:		E-mail:	
Name 2:			
Position:			
DL / Mobile:		E-mail:	
Name 3:			
Position:			
DL / Mobile:		E-mail:	
Company:			
Address:			
Tel:		Fax:		E-mail:	

PAYMENT METHOD

☐ **By Bank Transfer**	☐ **By Cheque**	
Made payable to: **Institut Pengurusan Global Sdn. Bhd.**	Cheque :	
	Amount :	
Fax registration form and bank-in slip to : **(03) 8024 0086** **Developed in Malaysia** IGM ...the Life Long Learning College *Shaping Market Leaders!*	Mail to: **Institut Pengurusan Global Sdn. Bhd.** *(138670-P)* 39-41 USJ 21/10 Subang Jaya 47630 Selangor D.E. Malaysia **Tel: (03) 8024 0060 Fax: (03) 8024 0086** **Email: susan@igm.edu.my**	

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