

# THE ENTREPRENEURIAL MANAGER

Brought to you by:



Asian Strategy & Leadership Institute

*Dedicated To Creating A Better Society*

9 DECEMBER 2009

CROWNE PLAZA MUTIARA HOTEL  
KUALA LUMPUR

## WORKSHOP BENEFITS

Join us at the workshop and discover ways for your Managers to:

- Cultivate an enterprising and business-driven mindset
- Be immersed into an entrepreneurial and commercial-based work culture
- Critically think from a business perspective and recognize viable business opportunities
- Turn their business support roles into entrepreneurial roles

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# THE ENTREPRENEURIAL MANAGER

Successful managers in today's dynamic and challenging economic environment are adding another dimension to their abilities to plan, manage resources wisely, and strategically drive their departments. These managers are thinking and acting in the capacity of entrepreneurial and business driven team leaders.

It is absolutely essential that your managers – in all job functions and areas of responsibilities – realize that they can no longer remain as technocrats or administrators placed in their positions to merely manage, supervise and comply. Managers should be groomed to critically think from a business perspective and empowered to explore viable business opportunities. In short, managers should take on the perspective of entrepreneurs, they should be *entrepreneurial managers*.

## TARGET AUDIENCE

This workshop will benefit Heads of Division, Department & Unit as well as Senior Executives who are being groomed for management positions. They may come from the following background:

- Government related bodies & agencies and non-profit orientated organizations that are highly performance driven
- Business support departments such as:
  - Accounts, Audit, Finance & Procurement
  - Customer Service
  - Human Resources & Administration
  - IT
  - Legal & Compliance
  - Research & Development

## WORKSHOP OBJECTIVES

Upon completion of the workshop, the participants will be more enterprising, entrepreneurial and business driven managers. They will:

- understand and appreciate the fast changing and volatile environment their organizations are operating in, and the many challenges they face as managers and leaders
- be aware of the expectations of employers today and what they must be and do to meet such expectations
- recognize the new roles that they must now assume and the additional skills and competencies that they need to acquire
- learn to be more creative, innovative and entrepreneurial in their roles as managers
- learn to recognize and be ready to capitalize on opportunities created by internal factors and external market environments

## SPEAKER'S PROFILE

Mr Ee Kow Keang is the Managing Consultant of the SBF Group of Consulting Companies, which was set up more than 15 years ago. Prior to that, he had been with 3 larger Malaysian banks for a total of 25 years.

As an experienced and sought-after workshop speaker, Ee has conducted many courses on banking and finance and managerial entrepreneurship for various organisations in Malaysia, Singapore, Indonesia, Brunei, Myanmar, Vietnam, Sri Lanka, China, West Africa and the Middle East. He has contributed many articles to the Banker's Journal Malaysia and other publications and was a columnist for The STAR's "Managing People" and "Your Friendly Banker".

Besides banking and training, Ee also has wide business counseling experience. He has developed and conducted many courses for job-leavers and aspirant entrepreneurs both in Malaysia and Singapore, and is the author of "It's Time...To Be Your Own Boss" published by the Malaysian Institute of Management.

Ee is an Associate of the Chartered Institute of Bankers, London and a Senior Associate of the Institute of Bankers, Malaysia. In addition, he holds a MBA degree from Cranfield University (Cranfield Institute of Technology), England. He is also an MIM Certified Professional Trainer.

A performance-excellent organization is made up of leaders and managers that are:

- highly market and business-driven
- able to assess pertinent issues from a commercial perspective
- make decisions that are not only technically correct but also make good business sense
- constantly be in touch with market environment and sensitive to its developments
- able to identify and explore business opportunities & collaborations
- able to recognize and anticipate threats from changing market environments

## WORKSHOP TOPICS

The 2 Types of Managers – Winners and Losers

The Bottleneck is at the Head of the Bottle

It is Not About How Much Work You Do – It is What You Achieve and What You Contribute to the Results of the Organization

Appreciating the Business and its Environment

The Ever Changing Environment – The Era of "Temporariness": Challenges and Concerns

Changes – Opportunities or Threats?

Identifying Opportunities Created by Changes

Creativity, Innovation and Entrepreneurship – The Key to Success

Entrepreneurship – Myths and Paradoxes

Characteristics of an Entrepreneurial Mindset – From a Rules and Regulations to a Returns and Risks Orientation

The Entrepreneurial Manager – The eManager

The Changing Work Environment – Changing Expectations of Employers and Employees

A Re-Look at "Being the Boss"

The Employee Today – The "Self-Employed" Employee

A Re-Look at "What Makes People Tick" – What are Employees Looking for in a Job

# ABOUT ASLI

ASLI is dedicated to creating a better society and is an independent not-for-profit organization that promotes leadership, strategic thinking and bilateral business partnerships. ASLI's mission is to help organizations enhance leadership and strategic capabilities through the interchange of ideas, information and knowledge. Towards that end, ASLI continuously engages in the research and implementation of strategic leadership programmes, publications, conferences, CEO Membership Forums, and international bilateral business missions.

ASLI's events have been addressed by Heads of State, Prime Ministers, Senior Cabinet Ministers, Captain of Industry and prominent Strategic Thinkers to discuss issues of strategic importance to Governments and Businesses. ASLI has, over the years, organized high-level programmes focusing on bilateral business partnerships in Singapore, Indonesia, Philippines, Australia, Japan, USA, Canada, Britain, Germany, China and South Africa. All net proceeds from ASLI's programmes are donated to the non-profit ASLI Foundation. ASLI is also the Malaysian Secretariat of various bilateral Business Councils.

## REGISTRATION FORM

### 1st Delegate

Dr/Mr/Ms		
Position		
Tel	Fax	
E-mail		

### 2nd Delegate

Dr/Mr/Ms		
Position		
Tel	Fax	
E-mail		

### 3rd Delegate

Dr/Mr/Ms		
Position		
Tel	Fax	
E-mail		

Organisation's Name		
Mailing Address		

Approving Manager's Name		
Position		
E-mail		

Human Resource/ Training Manager		
Tel	Fax	
E-mail		

Bankdraft/Cheque No.		
Bank	Amount	

Please indicate the nature of your business

<input type="checkbox"/> Natural Resources	<input type="checkbox"/> Construction/Engineering	<input type="checkbox"/> Insurance/Healthcare
<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Communications & IT	<input type="checkbox"/> Properties
<input type="checkbox"/> Service & Retail	<input type="checkbox"/> Consultancy	
<input type="checkbox"/> Education		
<input type="checkbox"/> Others, please specify		

No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

<input type="checkbox"/> Marketing	<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Service
<input type="checkbox"/> IT	<input type="checkbox"/> Finance	<input type="checkbox"/> Personnel
<input type="checkbox"/> Management		
<input type="checkbox"/> Others, Please specify		

## REGISTRATION INFORMATION

### REGISTRATION FEES

Registration is on a first-come-first-serve basis and limited to 35 participants:

**Full Registration Fee** **RM1500.00**

NOTE: Fee includes lunch, refreshments & conference documentation.  
Registration fee is HRDF SBL claimable (subject to approval by HRDF)

**Special Group Discount** **RM1200.00**

(NOTE: For a group of 3 pax or more from the same organisation)

**Government Officials** **RM1200.00**

### VENUE

Crowne Plaza Mutiara Hotel Kuala Lumpur

### TIME

9:00am – 5:00pm (with scheduled lunch & refreshment breaks)

### PAYMENT

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on 'space availability' basis. Cheques or bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd.**

### FOR PRIVATE SECTOR

The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees prior to the event date.

### FOR GOVERNMENT OFFICIALS

A Local Order (LO) or letter of approval to participate must be presented before the event.

### SUBSTITUTION/CANCELLATION

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in **WRITING** by **25th November 2009**. No refund will be made for cancellation received after **25th November 2009**.

### THE ENTREPRENEURIAL MANAGER

9 DECEMBER 2009 / 9:00AM – 5:00PM

Send/fax this entire form (or a photocopy) to:

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