

Amplios Academy

Amplios Consultants Pte Ltd, Singapore
Performance Improvement Consultants
www.amplios.net



Survive the Recession

Planning to be in business in the year 2015?

Are you concerned about the global recession? How long will it last? How will it affect your business? How can you improve your chances of survival?

If it is true that the capacity to provide goods and services will be in over-supply for several years, you will need to apply different thinking to that which has served you well in the past.

Many organizations will use 'right-sizing' strategies to cut costs and to compete for market share by engaging in heavy price discounting.

However, there are also ways of outflanking the competition, using management tools developed over the past 30 years. These tools have not had a great deal of attention during the long upwards trend in economic development and globalization since the 1950's. Yet they were developed with a specific purpose in mind and may serve you well in the next few years.

About the Facilitator

Wilson Fyffe began his career in Australia as a commercial accountant rising to the position of CFO of several substantial organizations. He then turned his attention to corporate planning, a role he has played in the ASEAN region for 20 years. During severe recessions, he has assisted in the closure and divestment of business units. As President Director of KPMG's international consulting unit in Indonesia during the 1997-1999 crisis, he devised a survival strategy which exceeded normal operational revenue plans by more than 50%. Wilson holds a double major in philosophy from Macquarie University, with particular emphasis on economics and the humanities.



Clients include Microsoft in Asia Pacific, State Owned Enterprises in Singapore, Malaysia, India, Indonesia, Australia and the Maldives and many private enterprise organizations.

Training objectives

The purpose of this seminar is to:

- Communicate the concepts of Corporate Survival (CS)
- Equip the participants with fundamental CS solution development skills
- Explain how to assess the best approach to CS solution design and implementation in different organizations

On completion of the seminar you will be able to assess the potential value of innovation in several key aspects of your business: strategic planning, culture change and performance management.

Training method

The training method involves:

- Description of the theory
- Reinforcement of the theory by case studies
- Involvement of the participants by techniques such as anecdotal feedback
- Reinforcement of the learning by techniques such as mini-quiz
- Resolution of queries by question-and-answer

Training content

The training covers topics such as:

- Background – why we have a recession
- Future Scanning
- Scenario Planning
- Conventional Strategy
- Blue Ocean Strategy
- Innovation
- Business Intelligence
- Performance Measurement and Culture Change

Who should attend

The seminar is intended for Directors, CEOs, CFOs, senior and middle management.

About Amplios Academy

Amplios Academy is a business unit of Amplios Consultants Pte Ltd, a consultancy established by Wilson Fyffe in the year 2000. The company's solutions have been delivered throughout Asia Pacific and involve a global network of subject matter experts. The innovation module of training is supported by a strategic alliance with Dr Edward de Bono's training centre in Singapore: www.debonotraining.com.

Contact us

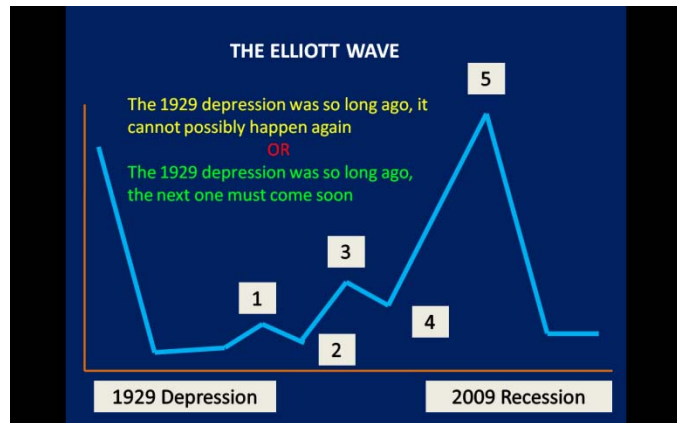
Need more information? Our regional contacts are in our web site: www.amplios.net. Or email our President Director Wilson Fyffe at: wfyffe@amplios.net.

As Albert Einstein once explained, we should not expect to find our way out of difficulties using the same thinking techniques that got us into them. Dr. Edward de Bono recommends that we embrace innovative thinking as a routine part of business thinking.

As a participant in this workshop you should come prepared to challenge conventional wisdom from many angles and to have your own comfort zones questioned. The following are some glimpses of the workshop content:

Background – why we have a recession

As you will have seen in the news media, the root cause analysis being performed against this phenomenon is going back 100 years or more. The tragedy of the Great Depression of the 1930's is being reviewed. The structures of the global, regional and domestic economies are being reviewed, together with the tenets of capitalism, socialism and communism.



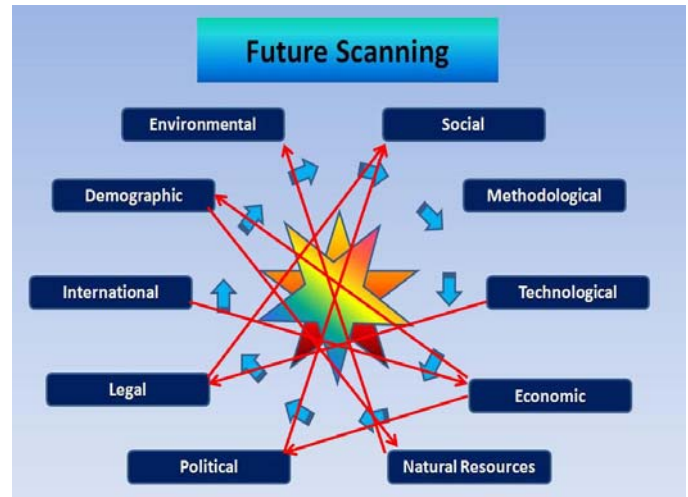
The Elliott Wave theory helps us to understand the statistical causes of booms and recessions. Does it also explain crowd behavior?

From another viewpoint, what has crowd behavior to do with stock markets? What is the Elliott Wave? What is Maslow's Hierarchy of Human Needs? Here we bring to bear our experience in the developed economies like USA, UK, Australia, and New Zealand together with the developing economies like Indonesia, Malaysia, China, India and Vietnam.

Future Scanning

How far ahead should we look to be informed in our investment decisions? What aspects of technology, science, society, politics, the environment, etc should we investigate? Are there general cause-and-effect relationships between past events which we can use to improve our understanding of the future? How do we stay current with this information?

Are our international institutions able to cope with the confluence of globalization, global warming and non-state organizations' agendas? What if protectionist policies become widely adopted? Are global food supplies sufficient and well managed? Are there dangerous pandemics waiting to strike? Do we have balancing good news in our future?

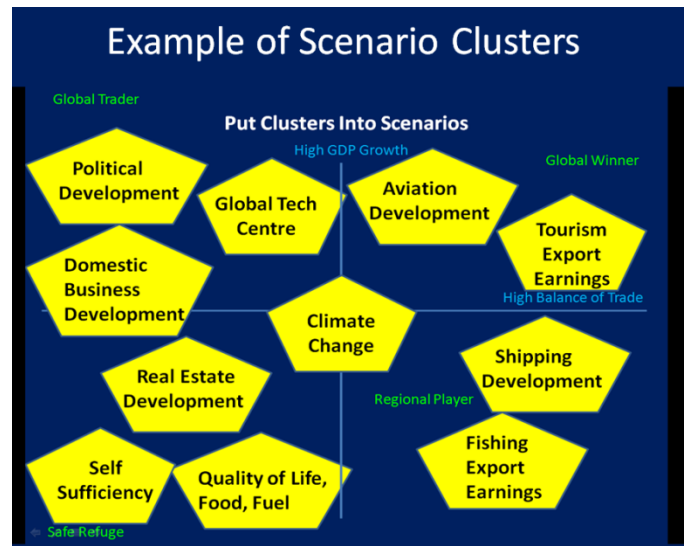


Experience shows that we need to organize future events under ten categories, as above, to fully cover the cause-and-effect relationships.

Scenario Planning

There are so many things happening at once which will have an effect on the future. How do we develop an idea of what the future may be like so that we can base our business investment decisions on something we can explain easily to our stakeholders? How do we rapidly change our strategy if our idea of the future changes unexpectedly?

Scenario Planning offers some answers to these questions. How does it work? Who uses it? What are the success stories?



In Scenario Planning, we organize the relevant future events into clusters having common themes, then grade them along the most important factors to communicate the messages in the data.

We found the leading practitioners of future studies at **Shaping Tomorrow**. To browse the power of current Future Scanning and Scenario Planning technology, please visit:

<http://www.shapingtomorrow.com/a.cfm?a=Fyffe>.

Conventional Strategy

Conventional strategy is typically based on concepts such as the benefits of growth, the product life cycle, portfolio theory and low-cost producer versus differentiated product strategies.

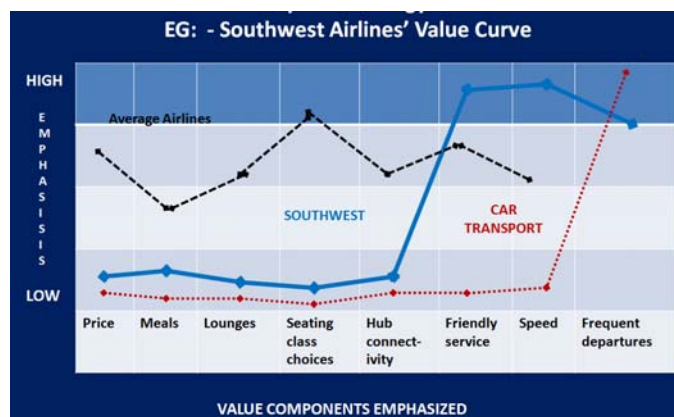
In the past, most organizations have been budget driven. What role do mergers, acquisitions and divestments play in achieving budget targets in a recession economy?



In a substantial, prolonged recession, market circumstances are very different to those prevailing in the growth economy.

Blue Ocean Strategy

This management tool has been proven, over more than 20 years, to be very useful in breaking away from the crowd, of thinking outside the box. In a prolonged recession, it provides a framework for new ways of developing products and services.

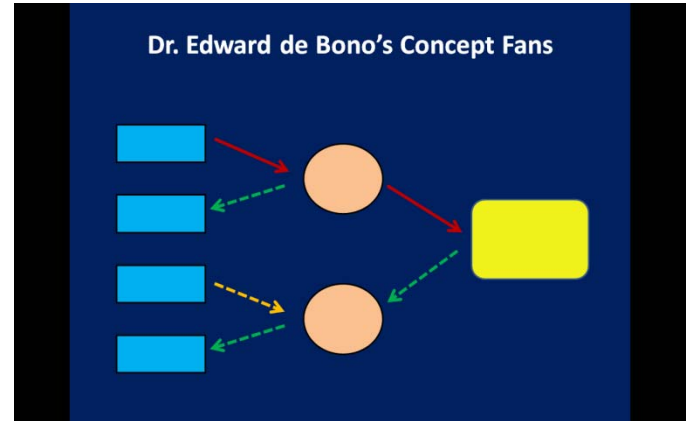


In Blue Ocean Strategy, we analyze the components of the buyer's decision, looking for the ability to break away into new territory.

In the workshop, we discuss the many examples of successful application of this management tool. One such is the service provided by the **Shaping Tomorrow** team, referred to above under Scenario Planning.

Innovation

What better framework for innovation than the time-tested tools and techniques of Dr. Edward de Bono? In the workshop we review such as: Six Thinking Hats, The Creative Pause, Challenge, Alternatives, the Concept Fan and Provocation.



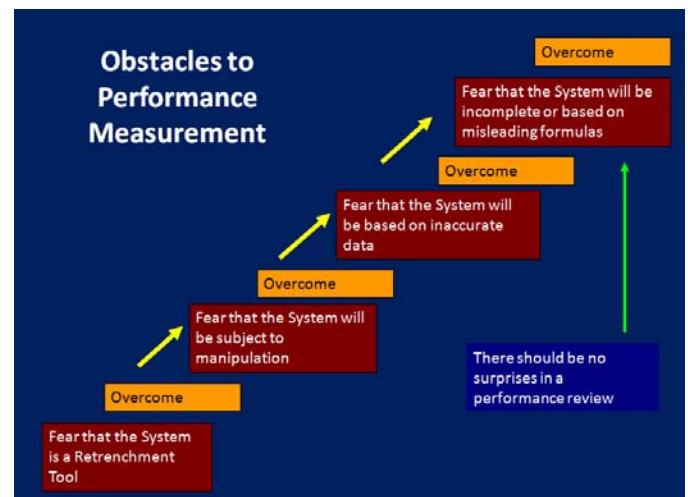
Concept Fans are one of the foundations for the application of Lateral Thinking techniques

Business Intelligence

So much data is now available. The problem arises as to how to maintain easy access to the relevant information in rapidly changing environments. In the workshop, we explain the status of various software solutions, including some very economic ones based on software you already have.

Performance Measurement and Culture Change

Once solutions have been developed to deal with the recession, measuring progress in implementing the new strategies becomes important. Also, techniques for maintaining team spirit and building the human resources capabilities for a sound future role in society require attention.



Our experience is that there are several obstacles to the acceptance and implementation of performance monitoring systems. A common concern is that individuals do not wish to be responsible for outcomes that require team cooperation

AGENDA

The agenda for the workshop is as detailed below:

Topic	
	Morning Sessions
1	Introduction and Welcome
2	Background - Why we have a recession The Elliott Wave Principle The Politics of International Commerce The Forecasts to 2020 Case Studies Participant Feedback - What do you think this means? Mini Quiz
3	Future Scanning Techniques for Future Scanning Future Scanning Service Providers The SMethTENPLIDE Future Scanning method Case Studies Participant Feedback - What do you think this means? Mini Quiz
4	Scenario Planning Background to Scenario Planning Selecting and Sorting the Future Events The Perfect Storm - Global Recession + Global Warming Writing the Scenario Stories Case Studies Participant Feedback - What do you think this means? Mini Quiz
	Afternoon Sessions
5	Conventional Strategy Vision, Mission and Values Product and Service Strategies Department Strategies Case Studies Participant Feedback - What do you think this means? Mini Quiz
6	Blue Ocean Strategy Background to Blue Ocean Strategy The BOS Procedure The BOS Strategy Canvas Case Studies Participant Feedback - What do you think this means? Mini Quiz
7	Innovation Dr Edward de Bono's Lateral Thinking Innovation Techniques Application to Blue Ocean Strategy Case Studies Participant Feedback - What do you think this means? Mini Quiz
8	Performance Measurement Strategy Maps Business Plans Key Performance Indicators and Scorecards Business Intelligence - The Power of Excel / Access Positive Reinforcement Incentives Case Studies Participant Feedback - What do you think this means? Mini Quiz
9	Question Time and Certification