

Singapore Management Festival 2019

KEYNOTE SPEAKER | SAHAR HASHEMI

Her Eight Habits of Success and Finding Her Own Hypergrowth



// *Your skills, experience and 'how we have always done it' mentality will blind you from seeing new opportunities.* //

When I started my working life as a lawyer, I believed creativity was for special people like Richard Branson.

I left the law profession after 5 years, disillusioned that what I did did not suit my personality. On a trip to New York I fell in love (as a customer) with the then-new style coffee bar concepts. I was encouraged by my brother to bring the concept to the UK – and thus by accident became an entrepreneur.

I had no idea about marketing, branding, customer service or retail, but I soon learnt that when you genuinely believe in what you sell – i.e. when you are your own best customer – then all the answers and solutions are there. Your creativity is there. You don't need expert knowledge; in fact, you are better off without it.

But the idea that my brother and I had soon transformed into a big company, with all the processes and disciplines that go with it. I saw first-hand how the entrepreneurial spirit gets stifled in bigger companies. And although bigger companies need disciplines and structure, there is no reason to lose entrepreneurial habits – the very behaviours and habits that got it there in the first place.

And those entrepreneurial habits are becoming increasingly important to (re)-adopt, at every level of the organisation. The world changes faster than we can keep up. Creativity and innovation on a

daily basis are now a must-have, not a nice-to-have.

1. Believing that anyone can do it

Creativity is a skill we all innately have – it is in our DNA. The only difference is some of us learn and practise creative habits and others do not.

2. Step into customers' shoes

Become your customer and experience the world from their perspective. And ask yourself what you would hope, need, expect to receive if you were the customer. It is the easiest way to get great insight and predict future needs. Do not just rely on market research.

3. Get out

Do not just sit at your desk. Go see for yourself what it is like out there. Free yourself from 'busy-ness'.

4. Become clueless

Your skills, experience and 'how we have always done it' mentality will blind you from seeing new opportunities. Break from established thinking and un-learn so you stumble on new ways of doing things.

5. Prototyping

In start-ups, things happen fast. They try, they fail, they adapt, they move on. Again and again. That nimbleness doesn't exist in established companies. There is pressure 'to do it right' first time. Prototyping is about trying things out, making them tangible. No powerpoint. No presentations. Just trial and error.

6. Notch up on 'No's

Accept that there is a status quo bias and new ways of doing things (however great) always meet with resistance. Never stop at a 'no'. It is just someone's opinion. Famous people we all know have notched up hundreds of 'no's.

7. Bootstrapping

Bootstrapping is about somehow making 2+2=5 by making the most of what you have got. Entrepreneurs are forced to bootstrap because of scarcity of resources. So big companies do not bootstrap. But this is a good discipline to instil in large companies. It adds momentum and it is a way of getting round the corporate traffic jam that stalls new initiatives.

8. Take 100 per cent of yourself to work

There is a direct correlation between how much you enjoy your work and how well you do it. And you cannot enjoy your work if you are holding back. Organisations do not need corporate automatons any more. Being yourself and expressing your individuality is the greatest asset you can bring to work.

This article was written by [Sahar Hashemi](#). She will be a keynote speaker at the upcoming **Singapore Management Festival 2019** from September 5 – 6. For more information, please visit festival.sim.edu.sg



SIM PD X PERFORMANCE

	PROGRAMME	DATES	FEE
<div style="background-color: #4a7ebb; color: white; padding: 2px; font-size: 8px;">SF</div> <div style="background-color: #4a7ebb; color: white; padding: 2px; font-size: 8px;">UTAP</div>	Skills for Supervisory Management	October 2 - 4	SIM Member : \$802.50 Non-SIM Member : \$963.00
	Project Risk Management	October 3 & 4	SIM Member : \$1,391.00 Non-SIM Member : \$1,605.00
	Big Data Analytics Bootcamp for Business Professionals	October 7 & 8	SIM Member : \$2,140.00 Non-SIM Member : \$2,568.00
<div style="background-color: #4a7ebb; color: white; padding: 2px; font-size: 8px;">SSG</div> <div style="background-color: #4a7ebb; color: white; padding: 2px; font-size: 8px;">SF</div>	Blue Ocean Strategy™ in Action	October 10 & 11	SIM Member : \$1,819.00 Non-SIM Member : \$2,140.00
	Developing & Engaging Your Team for Workplace Success	October 14, 15 & 21	For details, please call +65 6248 9447 or email funded-prog@sim.edu.sg
<div style="background-color: #f4a460; color: white; border-radius: 50%; padding: 2px; font-size: 8px;">NEW</div>	Avoid Extinction!: Digital Business Strategies for Survival	October 21 & 22	SIM Member : \$963.00 Non-SIM Member : \$1,123.50
<div style="background-color: #f4a460; color: white; border-radius: 50%; padding: 2px; font-size: 8px;">NEW</div> <div style="background-color: #4a7ebb; color: white; padding: 2px; font-size: 8px;">SF</div>	Build & Manage a Sales Pipeline that Converts!	October 21	SIM Member : \$588.50 Non-SIM Member : \$695.50
	<div style="background-color: #f4a460; color: white; border-radius: 50%; padding: 2px; font-size: 8px;">NEW</div>	Adapt to Excel in the New World	October 22
	8 Toolkits for Emerging Professionals	October 24 & 25	SIM Member : \$749.00 Non-SIM Member : \$877.40
	Interviewing Skills	October 30 & 31	SIM Member : \$749.00 Non-SIM Member : \$866.70

Types of Funding Available

SSG SkillsFuture Singapore Funding
 SF SkillsFuture Credit
UTAP UTAP Funding
Other terms & conditions apply.



REASONS CORPORATE TRAINING MAKES A DIFFERENCE

1. Adapt human expertise for the fast changing business landscape
2. Strengthen, engage and retain your best performers and high potential talents
3. Refine management know-how on formulating business direction and manage change
4. Empower the ability to activate strategies and react at the speed of the business needs at all levels
5. Move your teams from mere operational to be business-savvy and aware of the bottom-line
6. Close succession pipeline gaps and reduce the cost of attrition
7. Build diverse talent pool

At SIM PD, we offer flexible, creative and engaging training pathways that are focused specifically to fit your company's needs and culture.

For Custom Programmes enquiries, contact us at
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BUSINESS INSIGHTS

SKILLS ALIVE!

SEPTEMBER 13 (FRIDAY)

9 AM – 12 PM

REGISTRATION FROM 8.30 AM,
REFRESHMENTS FROM 12 PM

SIM MANAGEMENT HOUSE

\$388 FULL PRICE
\$278 EARLY BIRD* [30% OFF]
\$248 SIM MEMBERS [ADDITIONAL 10% OFF]

REGISTER BY SEPTEMBER 6

***Early Bird ends August 16**
Price does not include GST
Singapore Management Festival (SMF)
2019 participants enjoy an exclusive 1-for-1 deal on this programme.
2019 SIM Membership e-Event Pass is applicable.

Digital Transformation

A Playbook for Hypergrowth Companies Introduction



How important is digital transformation to your business? Are your competitors deploying digital technology or digital strategies that are disrupting your market position?

Transformation initiatives require an analysis of the market, customers and new technologies as well as internal values, processes and resources. This programme will help you achieve a digital mindset with a clear vision, new business options and an implementation roadmap.

LEARNING OUTCOMES:

- Understand what works and what is changing in the Asian Century
- Brainstorm how to build platforms, not pipelines and identify who are the key people to lead digital transformation
- Identify the best practices of hypergrowth companies to inspire change in your company for transformation strategy, culture and digital 'mindset'
- Develop a 'digital transformation' and 'communication' canvas to get started with execution that will promote innovative ideas to support business goals

PROGRAMME OUTLINE:

- Case studies of hypergrowth companies
- Get familiar with the 'Pipeline to Platform' framework – four-phase transition process
- Digital transformation canvas – The 7 Action Fields of Transformation
- Digital transformation is about people, not digital
- Communication canvas – action plan

With over 400 episodes produced across Asia, industry expert **Graham Brown** knows what it takes to craft a story that will engage your friends, colleagues, customers and business partners. He is a seasoned entrepreneur, radio show host and investor.

SKILLS ALIVE!

4Bs to Build Your Personal Charisma for Public Speaking NEW

Do you aspire to be a charismatic speaker or presenter who is able to hold the audience's attention and influence the way they think? We all have charisma but we have not learnt to tap on it! This talk will help you uncover your charisma, manifest your presence and build your confidence.

TALK OUTLINE:

- Boost confidence
 - Understanding the public speaking paradox
 - Positive visualisation
 - Breathing techniques to reduce nervousness
- Build credibility
 - Using posture
 - Sharing your stories
- Breakthrough charisma
 - Building stage presence
 - Eye contact
- Broadcast your voice
 - Vocal delivery skills
 - Volume
 - Pace and phrasing
 - Pitch and inflection

Lorraine Kwek is a highly experienced speaker and trainer. She has facilitated presentation skills training for both the public and private sectors for more than two decades. As a Certified Behavioural Consultant for DISC programmes and an accredited MBTI Administrator, Lorraine is able to incorporate the MBTI Instrument in her courses, for an added dimension to her training.

She has been one of the core communication skills trainers specialising in presentation skills for Civil Service College, having written and/or collaborated in the production of their training manuals for public speaking and presentation skills programmes. Lorraine has trained in Singapore, Malaysia, Indonesia, Macau, the Kingdom of Saudi Arabia and South Korea. In Singapore, she has not only trained local companies, but Japanese MNCs, and other expatriates. This has given her a unique experience in dealing and training in multi-cultural settings. Lorraine also ran a mentorship and coaching programme in South Korea for LG high potential managers.

Lorraine holds a Master's in Education and Training. Her background training in communication studies at the university and her teaching diplomas in speech and drama and public speaking (from Trinity College, London and Guildhall, UK) have given her a unique perspective on the importance of proper speech and delivery techniques in any communication situation.



SEPTEMBER 25 (WEDNESDAY)

2.30 PM – 4.30 PM
REGISTRATION FROM 2.15 PM

SIM MANAGEMENT HOUSE

\$35 SIM MEMBERS
\$40 SIM GE & SUSS ALUMNI
\$45 NON-MEMBERS

REGISTER BY SEPTEMBER 18

2019 SIM Membership e-Event Pass is applicable.

Driving Sales Performance Through Sales Management and A Sales Pipeline NEW

Having a sales pipeline in place allows sales leaders and salespeople to forecast revenue by knowing how interested their prospects are in the stages of the pipeline, focusing on the appropriate actions they should take to optimise the sales opportunities, and therefore closing deals successfully in a given timeframe.

This workshop brings you the insight of what is a sales pipeline, and how it helps the sales leaders to better understand the sales issue/opportunities that the sales reps are facing in order to coach and guide the sales team in achieving the highest sales performance.

WORKSHOP OUTLINE:

- Introduction to the sales pipeline and sales management
- Identify the sales issues/opportunities in the journey of a sales pipeline
- How the sales leaders could help to lead and guide the sales team in their sales pipeline journey
- Sharing of sales management strategies for team success

Cecilia Sim is a bilingual facilitator who has conducted various programmes based on the learners' and organisational background, needs and requirements. She has strong people skills and cross-border experiences. Cecilia has more than 25 years of extensive industry experiences in her previous roles as trainer/facilitator, sales consultant, assistant director, and general manager in various industries ranging from information technology, education, membership and management consulting.

She has broad experience in facilitating sales training for hundreds of companies from various industries with local, regional and international presence. The salesforce who attended her in-house sales training includes the CEO, VP of Sales (Asia Pacific) and local and regional sales professionals. Being a practitioner, Cecilia is well-versed with practical strategies when facilitating participants and highly effective in sharing real-life experiences, changing mindsets and motivating sales personnel for better results.

She holds a MBA from University of Adelaide, Australia, Bachelor of Business Administration (Honours, major in Management Information System) from Northeastern University, Boston, USA. She also holds the WSO Advanced Certificate in Training and Assessment (ACTA), and WSO Certified trainer for Service Professional (CSP) trainer, trainer for GEMS (going the extra miles). Cecilia is a certified KPI professional by KPI institute.



OCTOBER 4 (FRIDAY)

2.30 PM – 5 PM
REGISTRATION FROM 2.15 PM

SIM MANAGEMENT HOUSE

\$35 SIM MEMBERS
\$40 SIM GE & SUSS ALUMNI
\$45 NON-MEMBERS

REGISTER BY SEPTEMBER 27

2019 SIM Membership e-Event Pass is applicable.

SKILLS ALIVE!

OCTOBER 11 (FRIDAY)

2.30 PM – 5 PM

REGISTRATION FROM 2.15 PM

SIM MANAGEMENT HOUSE

\$35 SIM MEMBERS

\$40 SIM GE & SUSS ALUMNI

\$45 NON-MEMBERS

REGISTER BY OCTOBER 4

2019 SIM Membership e-Event Pass is applicable.

Crafting A Strategic Business and Marketing Plan

NEW

Adopting a strategic mindset is key for success for all entrepreneurs and sales professionals in driving business. It is very natural for business savvy personnel with Type A personality to jump into action to achieve results, but it is critical at times to plan at the table before charging forth.

The strategic sales and marketing plan helps business owners and sales territory owners form a systematic framework to drive the clientele in a very focused and well-thought out manner to ensure that they constantly stay on course. If the market conditions require, it allows them to periodically review, redefine and re-strategise their business plans to adapt to the dynamic market forces.

This talk enables you to craft a multi-faceted holistic business and marketing strategy mapped with accountable actions and outcome against time targets and results for new territory or customer base.

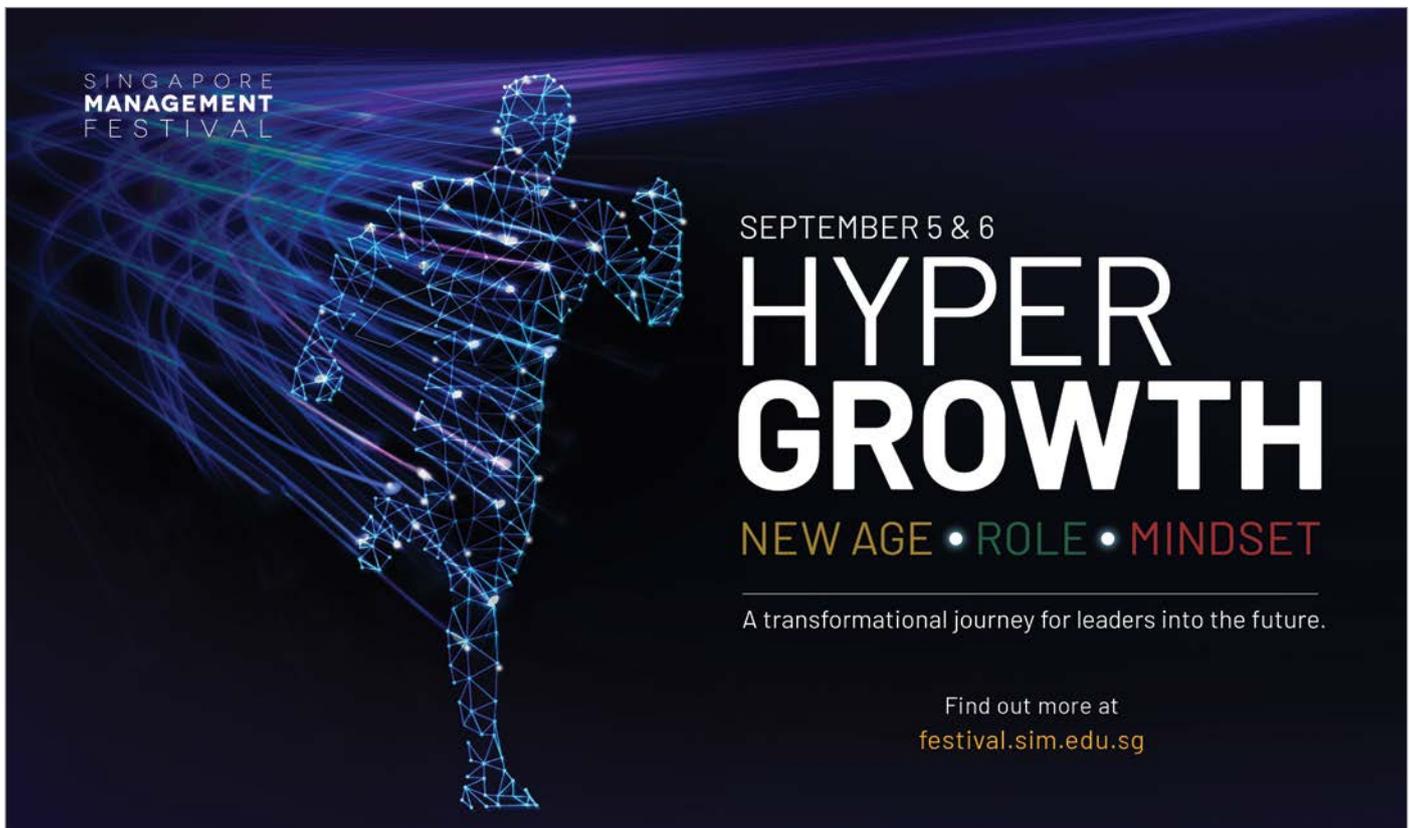
TALK OUTLINE:

- Setting up a systematic strategic business approach
- Holistic consideration of the marketing mix to build lasting sales pipeline
- Analysis of the competitive landscape for greater win rates
- Crafting of an effective work plan for success

Christina Tan has been a practising sales professional for more than 20 years, with 10 years of management experience. She has diverse experience in business development in start-up and innovative technologies in pioneering fields, local start-ups, multi-nationals and government trade agencies.

Christina adopts, adapts and applies strategic business and marketing techniques effectively in her various roles and has proven to over-achieve results ahead of the set time frame. Her systematic approach and strategy yielded close to 100 client acquisitions across SMEs, Fortune 500 companies, MNCs and government agencies. In addition, the applied strategy has helped to build up multi-years' sales pipeline for her organisations, ranging from greenfield markets, pioneering technologies as well and new territories.

She is passionate in helping others succeed by imparting her decades of experience to eager audience which may include aspiring entrepreneurs, technopreneurs and sales professionals.



SINGAPORE
MANAGEMENT
FESTIVAL

SEPTEMBER 5 & 6

HYPER GROWTH

NEW AGE • ROLE • MINDSET

A transformational journey for leaders into the future.

Find out more at
festival.sim.edu.sg

A Healthy Journey to Yakult Singapore

Jointly organised by IQMG and BMG

Yakult was first introduced to Singaporeans in 1979 after Yakult Singapore was established in 1978. It started humbly in three containers in Hillview then and now operates a multi-million dollar, ultra-modern plant in Senoko. As Yakult is produced locally, customers can be assured of the highest quality and freshness of Yakult sold here.

Yakult Singapore perseveres to continue its healthy journey to spread the awareness to all Singaporeans of the benefits of its unique probiotics, L. casei strain Shirota along the principles of Shirota-ism.

VISIT OUTLINE:

1 PM	Registration/meeting point – Outside Yishun MRT station
1.30 PM	Arrival at Yakult Singapore
2 PM	Introduction of Yakult's company's background and organisation
	Talk on intestinal health
	Documentary film/animated film show
	Q&A session
	Guided tour of Yakult's manufacturing plant*
4 PM	End of visit
4.30 PM	Back to Yishun MRT

*Please note that any photography and videography is strictly prohibited during the presentation and manufacturing plant tour.

Each participant will receive one packet (5 x 100ml) of Yakult Light for free.

Participants can purchase additional packs of Yakult (5s x 100ml) at an exclusive price of \$2.85 each. Do bring your own cooler bag to store your additional purchases.



AUGUST 21 (WEDNESDAY)

1 PM – 4.30 PM
REGISTRATION AT 1 PM
REGISTRATION AND **MEETING POINT**
OUTSIDE YISHUN MRT STATION

\$25 IQMG & BMG MEMBERS
\$30 SIM MEMBERS
\$35 SIM GE & SUSS ALUMNI
\$40 NON-MEMBERS

REGISTER BY AUGUST 14

2019 SIM Membership e-Event Pass is applicable.
Limited to 40 seats. Registration is on a first-come first-served basis.

5 Strategies to Accelerate Your Career Growth in 2019

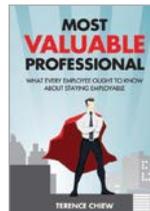
Disruptive technologies are impacting business models and work. The average tenure for employees is decreasing when companies have started using artificial intelligence and robotics to perform some jobs. There is the onus on employees to start looking after their careers to remain employed. However, remaining employed is not enough. Workers need to thrive in the future of work and remain employable.

TALK OUTLINE:

- Getting along with people of different personalities and building great relationships at work
- Adapting easily to changes at your workplace
- Strengthening your job position with respectable authority
- Making your brand more visible everywhere
- Making your skills traversable anywhere

Terence Chiew is the Managing Director of Peet Asia Pte Ltd, a performance consulting company that focuses on assisting organisations to increase the performance of their people and achieve desired business results.

He is also a career coach and author of the book *Most Valuable Professional: What Every Employee Ought to Know About Staying Employable*.



OCTOBER 12 (SATURDAY)

9.30 AM – 12.30 PM
REGISTRATION FROM 9.15 AM,
REFRESHMENTS FROM 12.30 PM

SIM MANAGEMENT HOUSE

\$45 HCIG MEMBERS
\$50 SIM MEMBERS
\$55 SIM GE & SUSS ALUMNI
\$60 NON-MEMBERS

REGISTER BY SEPTEMBER 30

2019 SIM Membership e-Event Pass is applicable.

5-Day 4-Night SIM-AA Auto-Venture Drive to Melaka, Ipoh & Cameron Highlands

The Automobile Association (AA) Auto-Venture™ has become an iconic event among motoring association members and Singaporean motorists in general. It has taken motorists to exciting destinations as far as London providing great driving experiences on top of great holiday destinations.

This 5D4N auto-venture drive to Malaysia, organised by AA in collaboration with SIM, is one such trip. Participants will not only get the chance to experience a long distance road trip, but also the opportunity to sample the local cuisines of the places that they will visit along the way to Cameron Highlands. Departing from Singapore on 24th November and returning on the 28th, the five-day motoring venture will pass through fabulous scenery in Malaysia with stop overs in Melaka and Ipoh.

This is a perfect way for you to combine your love for motoring and food, and to travel with like-minded individuals across exciting parts of Malaysia.

PACKAGE INCLUDES:

- 4 nights' accommodation in 4/5-star hotel/resort
- Meals as per itinerary
- Events road book
- Free loan of walkie-talkie set per car, Garmin GPS with Singapore & Malaysia and maps programmed coordinates
- Group Personal Accident (PA) Insurance
- Pre-trip car inspection by AA Singapore
- Pre-trip briefing by AA Expedition Leader
- Convoy driving escorted by AA Expedition team throughout the trip
- Complimentary 1-year AA membership



In collaboration with:



NOVEMBER 24 – 28

**MEETING POINT AT MCDONALDS
WEST COAST PARK**

\$680/\$810 TWIN OR TRIPLE SHARING
(AA MEMBERS & SIM MEMBERS/NON-MEMBERS)
\$600/\$730 CHILDREN WITH BED (AA MEMBERS & SIM MEMBERS/NON-MEMBERS)
\$480/\$510 CHILDREN WITHOUT BED (AA MEMBERS & SIM MEMBERS/NON-MEMBERS)
\$1,180/\$1,310 SINGLE (AA MEMBERS & SIM MEMBERS/NON-MEMBERS)

REGISTER BY OCTOBER 25

2019 SIM Membership e-Event Pass is not applicable.
AA Member rates apply to immediate family members (spouse and children).
Children rates apply to children aged 3-11 years sharing 1 room with 2 adults.
Maximum 2 adults and 1 child to a room.

CONNECTIONS

ALL THINGS MEMBERS



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Subscribe now and receive 2 extra apparel in your first box! Limited slots available.

This subscription can be paused or cancelled anytime.

*Promotion ends on September 30, 2019.

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You can also register online by clicking on respective events on the membership events calendar at pd.sim.edu.sg/ms

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COMPANY NAME: _____
NAME AS IN NRIC | PASSPORT

TEL: (O) _____ (M) _____

MEMBERSHIP NO: _____

EMAIL: _____

PLEASE INDICATE: INDIVIDUAL MEMBER CORPORATE MEMBER

SUSS ALUMNI (ALUMNI NO. _____)

NON-MEMBER SIM GE ALUMNI _____

INTEREST GROUP MEMBER (GROUP: _____)

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CHARGE TO MY: VISA MASTERCARD

CREDIT CARD NO: _____

NAME OF CARDHOLDER: _____

EXPIRY DATE: _____

SIGNATURE: _____ **AMOUNT:** \$ _____
AS PER CREDIT CARD

BUSINESS INSIGHTS		DATE	TIME	FEE (MEMBERS) SIM UNI NON
<input type="radio"/>	Digital Transformation	SEP 13	9 AM - 12 PM	248 - 388 \$278 (EARLY BIRD) Price does not include GST
<input type="radio"/>	4Bs to Build Your Personal Charisma for Public Speaking	SEP 25	2:30 PM - 4:30 PM	35 40 45
<input type="radio"/>	Driving Sales Performance Through Sales Management and A Sales Pipeline	OCT 4	2:30 PM - 5 PM	35 40 45
<input type="radio"/>	Crafting A Strategic Business and Marketing Plan	OCT 11	2:30 PM - 5 PM	35 40 45
PROFESSIONAL INTEREST GROUPS		DATE	TIME	FEE (MEMBERS) IG SIM UNI NON
<input type="radio"/>	IOMG & BMG A Healthy Journey to Yakult Singapore	AUG 21	1 PM - 4:30 PM	25 30 35 40
<input type="radio"/>	HCG 5 Strategies to Accelerate Your Career Growth in 2019	OCT 12	9:30 AM - 12:30 PM	45 50 55 60
<input type="radio"/>	TESM 5-Day 4-Night SIM-AA Auto-Venture Drive to Melaka, Ipoh & Cameron Highlands	NOV 24 - 28	-	\$680/\$810 \$600/\$730 \$480/\$510 \$1180/\$1,310

LEGEND

SIM - SIM Members Uni - SIM GE / SUSS Alumni Non - Non-members
IG - Respective Interest Group members only

Registration and Payment: A place will be reserved for you upon receipt of your registration. Please inform us in writing of any change in registration. Full fee will be charged if withdrawal is made less than one week before commencement. All fees are inclusive of 7% GST. All cheque/bank drafts must be made payable to 'Singapore Institute of Management', crossed and marked 'A/C Payee only', with the activity title indicated on the back. All registration and payment should reach us by the activity registration closing date.

Cancellation: SIM reserves the right to make any amendments, cancel and / or change the programme, speaker, date or venue if warranted due to unforeseen circumstances.

PDPA: During the course of your attendance at any SIM events, photograph(s) or video image(s) of you may be taken or recorded for news and publicity purposes. For detailed information, please visit <http://www.pd.sim.edu.sg/personal-data-protection-policy>

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