

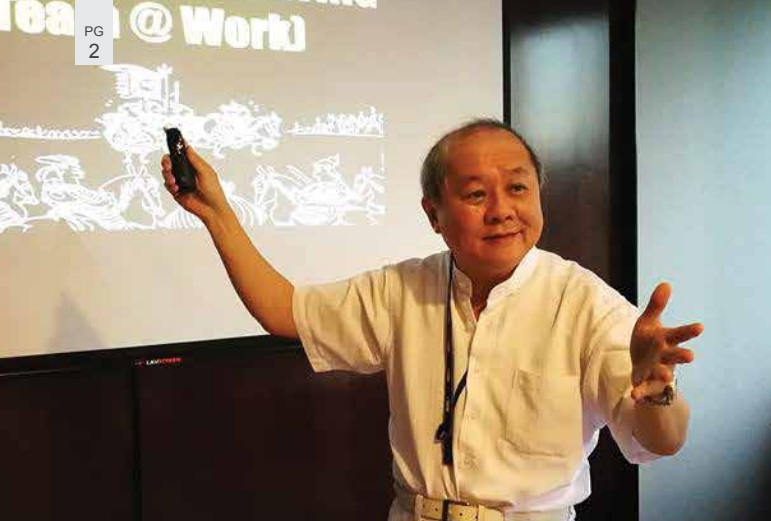
# SUN TZU'S STRATEGIES

## SURVIVING IN TIMES OF CRISIS



### COURSE LEADER: KHOO KHENG HOR

- Author of The Sun Tzu Manual: Mastering the Art of War as well as 36 other novels and books, most on applying the teachings of Sun Tzu in the modern business and management environment.
- Holds a MBA (with Distinction) from the University of Stirling, UK.
- Honored in 1997 when the Singapore Police Force bestowed on him the honorary rank of Deputy Superintendent of Police (DSP) in recognition for his contributions to the Force.
- Held various senior positions at public listed companies in Malaysia and Singapore



## METHODOLOGY

The workshop will be delivered using a zoom remote learning platform incorporating use of:  
**Chat Rooms, Breakout Virtual Rooms, Videos, Short Lectures, Action Planning**

## LEARNING OBJECTIVES

The program equips you with the knowledge to leverage on a refreshing perspective on how to managing in times of crisis.

**After this program, participants would be able to**

- Gain deeper understanding of Sun Tzu's Strategies to apply the wisdom in a crisis management setting
- Use Sun Tzu's principles to creatively devise strategies for resolving issues and problems, making decisions and managing resources
- To gain a refreshing perspective on how to managing in times of crisis.

## PROGRAM OUTLINE

- Introduction: Understand the background of Sun Tzu's Art of War in a nutshell.
- Opportunities in Crisis: Hone the participants' alertness to view Crisis differently to seize opportunities.
- Immediate Strategies: Find out what should be the critical priorities that need to be effectively managed at the start of an economic crisis.
- For A New Normal: Get yourself in the "change" mind to take stock, reviewing modus operandi, and explore the options to emerge stronger from the Crisis.
- Five Circumstances for Victory: Be guided by the five circumstances prescribed by Sun Tzu.

## OVERVIEW

Tap the wisdom of China's preeminent military strategist to develop your organization in facing the challenges of the 21st century.

Widely renowned for his mastery in military matters, Sun Tzu's innovative ideas on overcoming obstacles on the battlefield are applicable today as they were some 2,500 years ago.

The program equips you with the knowledge to leverage on strategies to enhance your leadership as you and your team navigate the roadblocks in the modern world to produce results.

Lay the foundations for great solutions for big wins with the Sun Tzu's Strategies for Leadership Excellence today.



## THE BENEFITS

- Create alignment and common understanding among the leadership team for massive execution in times of crisis.
- Improve leadership capabilities and team resilience in challenging time.
- Uplift team spirit and performance.

## WHO SHOULD ATTEND

CEOs', C-suite leaders, Presidents, Directors, and Senior Managers, Managers, and other Top-Level Leaders together with their top talent team. Business persons, Entrepreneurs, Function Specialists and other leaders who want to win decisively are also welcomed.

“

In the midst of  
**CHAOS,**  
There is also  
**Opportunity**

Sun Tzu

”

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## INTERNATIONAL AWARD & RECOGNITION



### Mission

Transforming leaders and changing the world for the better.

### Vision

The #1 global leadership development expert.

### Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

### Competitive Advantage Statement:

ITD World is an award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

### Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

### Mega Gurus:

Dr. Marshall Goldsmith, Dr. Jack Phillips, Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane, John Mattone, Mark C. Thompson.

### Quality Certification, Awards & Publications:

- Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development
- Bestowed the **Brand Laureate International Award** for the Best Brand in Training.
- Cutting edge books co-authored with the **world's Top Mega Gurus**- "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence," "Becoming an Effective Mentoring Leader," "The Leader's Daily Role in Talent Management" and "5 Levels of Mastery".

### Clients:

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