

General Management

The Complete Art of War Series

Register online at www.sim.edu.sg

Objective

Art of War by Sun Tzu is the only work to survive 2,500 years and inspire top strategists. Sun Tzu's thinking as a strategist is truly unique. These workshops are designed and personally led by the author, Dr Foo Check Teck to sharpen and deepen your mind to master the art of strategy.

- Learn why the *Art of War* is timeless
- Experiential learning to see why the *Art of War* works
- Deepen your strategic thinking
- Shape your *Art of War* strategy
- Learn strategic thinking for Chinese markets

Workshop Outline

- **The Sharpening Class: Internalising *Art of War* Strategy**
 - *Art of War*
 - Experiential Thinking for Learning
 - Learning Dr Foo's Cards for *Art of War*
 - Applying Dr Foo's Cards for *Art of War*
 - Complimentary: Cards on *Art of War*
- **The Deepening Class: Be the Creative *Art of War* Strategist**

Structure, anatomy and origins of thinking in the *Art of War*. Using *Reminiscences of an Ancient Strategist: Mind of Sun Tzu* to deepen your strategic thinking.

 - Stimulating Creative Strategic Thinking
 - The 'Reflections for Strategy'
 - Complimentary: *Reminiscences of an Ancient Strategist: Mind of Sun Tzu* book
- **The Mastering Class: Applying *Art of War* in Crafting Strategy**
 - Be Innovative in Applying *Art of War*
 - Sun Tzu Business Warcraft
 - Crystallising Strategy into Actionable Stratagems
 - Adapting *Art of War* for Strategy
 - Complimentary: *Thinking around Stratagems*
Organizing Strategy: Sun Tzu Business Warcraft books

Methodology

A range of methods is utilised: lectures, games, quizzes, assigned readings, group discussions and even role and team play. There are three distinct phases:

The first phase (*sharpening* phase) is for you to sharpen your strategic perceptions: you see from documentaries why the *Art of War* is the key to winning modern battles. In this phase, you work in teams relating war episodes to the *Art of War*.

Following this is the *deepening* phase. Here the *Art of War* is deconstructed: you try to fathom deeply the mind of Sun Tzu. To gain maximum benefit for the second phase, you should have read at least once, *Reminiscences of an Ancient Strategist: Mind of Sun Tzu*. Besides lectures, you will be engaged in stimulating thinking games.

In the *mastering* phase, you will learn to apply the *Art of War* thinking across widely different contexts for shaping strategy: business, sports, warfare, finance and portfolio management. Learn why corporations that follow Sun Tzu remain highly successful. To master strategy you must learn to be highly innovative and creative in crafting strategy. Also you learn to identify scenarios where stratagems – gems of strategy - are applicable.

Who Must Attend

For anyone who has to compete to succeed whether in managing, business, sports, politics, finance etc. The truth is that *Art of War* thinking is widely applicable.

To benefit fully from this series of workshops, participants will have to take the Complete Art of War series sequentially: from The Sharpening Class to The Deepening Class, and finally, The Mastering Class.

Workshop Leader

Dr Foo Check Teck PhD (Strategy, St Andrews), MBA in Finance (City University of London, postgraduate award winner), LLB (Hons, London), FCMA, ACIS, Barrister-at-law, Advocate and Solicitor.

Dr Foo created two of the world's most substantial, best-selling works *Art of War* and *Mind of Sun Tzu*. *Organizing Strategy: Sun Tzu Business Warcraft* was chosen by Blackwell in Oxford as both Book-of-the-Month and Spring's Choice. *Reminiscences of an Ancient Strategist: Mind of Sun Tzu* was widely praised and was recommended by the prestigious London *World Review*. BBC also featured him in its *Global Finance* programme. His research on corporate identity strategy won him an excellence award from the UK *Literati Club*.

Besides lecturing as Associate Professor at NTU in the College of Engineering, he has been Visiting Professor, University of Malaya (ASEAN Distinguished Professorship program). He had been past Visiting Professor of Technology Strategy, New York Institute of Technology, USA; Honorary Research Professor of International Business, Copenhagen Business College, Honorary Senior Research Fellow of Strategic Management, University of St Andrews, UK. As part of the INSEAD team of professors, he delivered workshops on strategy in China. Currently he sits on the board of advisors and is Coordinator for Asia at the International Center for Corporate Identity Studies (ICIS) based in UK. He is listed in 2002 US Marquis *World Who's Who*.

Workshop Titles	(a) The Sharpening Class: Internalising <i>Art of War</i> Strategy (b) The Deepening Class: Be the Creative <i>Art of War</i> Strategist (c) The Mastering Class: Applying <i>Art of War</i> in Crafting Strategy
Workshop Dates	(a) August 15 & 16 (b) September 12 & 13 (c) October 31 & November 1, 2002
	(a) S\$607.70 / S\$700.40 (b) S\$659.20 / S\$762.20 (c) S\$710.70 / S\$824.00 SIM Members / Non-members (Inclusive of 3% GST)
Special Discount	S\$1,779.84 / S\$2,057.94 (Enjoy a 10% discount if you attend all three workshops)
Closing Dates	(a) July 17 (b) August 14 (c) October 2, 2002
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