

BUSINESS INNOVATION MINDSET

Learn Innovation Strategies

27-29 July 2015 (3-day Session)

An innovation programme to equip technology professionals with Business Innovation skills...

PIKOM Training Centre, Empire Damansara**

The National ICT Association of Malaysia (PIKOM) in collaboration with Business Technovise International (BTI) is pleased to invite you to attend the *Business Innovation Mindset Course (BIM)*, the next level of competencies and performance for technology professionals. As the world of business continues to change ever so rapidly, technology professionals no longer can fence themselves with just technical knowledge but must join your business peers in redefining the very business you are in.

This 3-day class provides the perspective and skills needed to make innovation work in your organisation, in particular business model innovation. Based on the most widely used and visually effective business model canvas, you will learn how to use a new, holistic lens to understand, define and more importantly redefine your organisation's business.

This is the skill that will earn you a place at the strategy table and set you apart from the others.

This course is for the technology professional and business executive who has to look at new business opportunities and initiatives. The discussions in class will touch on specific topics impacting technology professionals who are expected to make contributions to business, either with ideas or even actual business results.

Come join your peers from the industry to move to the next level in your career!

Initiated by PCC: PIKOM CIO Chapter (PCC) is a chapter of PIKOM comprising the Chief Information Officers of major corporations in Malaysia formed to extend the "Voice of the ICT Industry" to the end-user community. The PCC has identified the development of ICT professionals in Malaysia among the many initiatives it will champion.

ENQUIRIES & REGISTRATION

PIKOM, The National ICT Association of Malaysia

Contact Person: Ms Grace Lee

Email: grace@pikom.org.my

E, Empire Damansara

Jalan PJU 8/8, Damansara Utama

47820 Petaling Jaya, Selangor.

General Tel: (603) 4065 0078 General Fax: (603) 4065 0079

**Sign-up NOW.
2 days for only
RM4,240*... think
Business**



**The organisers reserve the rights to change the venue at their discretion

Facilitator Profile: Moi Kok Wah

Moi is a Consultant, Facilitator and Researcher in strategic human capital interventions and innovation

Moi has had 27 years of experience in wide areas of both technology and human capital interventions

His research on innovation and post-graduate programme has connected him to leading thinkers such as Prof Ikujiro Nonaka and Prof Fiona Patterson



Specialist practitioner in strategic interventions and innovation

Moi is a Consultant, Facilitator and Researcher in innovation enablement, talent management, leadership development and values socialisation.

With background in both technology and human capital interventions, Moi has been assisting organisations which are looking to transform their human capital base in this era of rapidly changing technology and demography.

Among Moi's unique recent experience are:

- Leading an impactful innovation game which harnesses the ideas of 50 leaders into 4 market-ready innovations
- Conducting change management classes based on a behaviour-based framework of personal, social and structural influences
- Introducing an industry-level course to help technology industry professionals acquire a business innovation mind-set
- Spearheading a 5-country regional talent management programme with over 100 senior talents in a dynamic industry
- Constructing a series of Situational Judgement Test based values socialisation workshops
- Facilitating a transformational course to change the mind-set of people development among managers

Extensive experience across Asia with strong qualifications.

Since 1987, Moi has gained experience and contribute extensively across various industries:

- Fixed line telecoms: *Telekom Malaysia, TIMEdotcom, PT Telkom Indonesia, Mauritius Telecoms*
- Mobile telecoms: *Axiata Group (Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia), Maxis, Indosat, DPC Thailand*
- Banking: *Maybank, CIMB, Bank Mandiri Indonesia, Mauritius Commercial Bank*
- Education: medical faculties of *National University of Singapore, National Taiwan University, Taipei Medical University, Universitas Indonesia*
- Various others: *Astro, KLIA, AirAsia, Accenture, IBM, Digital Equipment, Getronics Solutions, tecways AG*

Moi holds the following academic qualifications:

- Master of Philosophy (Management), *Multimedia University*, 2010 based on his thesis on "Effects of Personal, Job and Organisational Characteristics on Personal Innovativeness"
- East-West Knowledge Leaders Programme, *Japan-America Institute of Management Science*, Hawaii, 2009
- Certified Consultant and Facilitator in the Practice of Knowledge Management, *JT Frank Academy*, 2007
- Bachelor of Computer Science (First Class Honours), *Universiti Sains Malaysia*, 1987

About the Programme

An innovation programme to equip technology professionals with business innovation skills

What is the Programme about?

As the world of business continues to change ever so rapidly, technology professionals no longer can fence themselves with just technical knowledge but must join your business peers in redefining the very business you are in.

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This is the skill that will earn you a place at the strategy table and set you apart from the others.

Who is the Programme for?

This course is for the technology professional and business executive who has to look at new business opportunities and initiatives. The discussions in class will touch on specific topics impacting technology professionals who are expected to make contributions to business, either with ideas or even actual business results.



How will the Programme be delivered?

This is a workshop where participants will be required to immediately apply what they learn on the business challenges that their organisations actually face.

Among the questions that will be discussed are:

- Reflection: *What is the current level of innovation?*
- Strategies: *Other than innovation, what other strategies are there?*
- Positioning: *How many different levels of innovation are there?*
- Business Model Canvas: *How do the 9 elements interplay?*
- Value Propositions: *How do effective value propositions look like?*
- Patterns: *What are the common business model families?*
- Evaluation: *What criteria to use on any business model?*
- Design Process: *What's next after the canvas is completed?*
- Validation: *How can one test the business model?*
- Motivation: *At a personal level, are innovators different?*
- Organisation: *How do we sustain an innovation effort?*

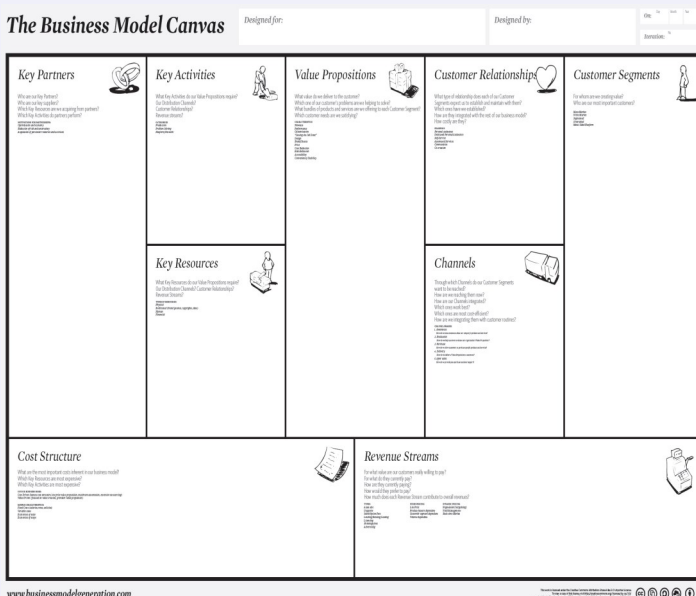


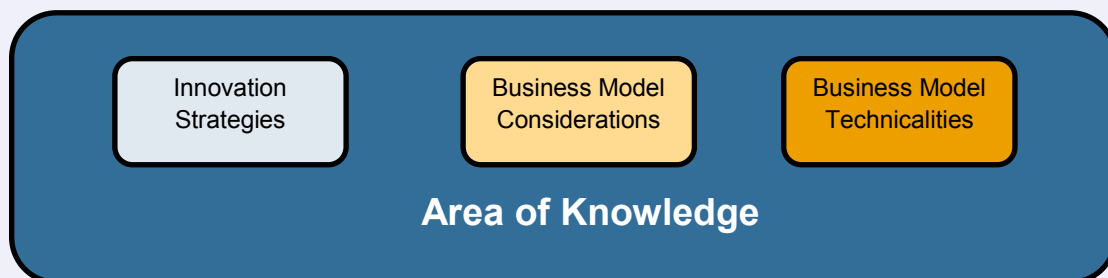
Fig: The Business Model Canvas

Agenda

A fast-paced 3-day class that engages you throughout with activities relevant to your actual work



Time	Day 1	Day 2	Day 3
9:00 – 10:45	Why would You Innovate?	Business Model Patterns (Exer 3: Revolution)	Invent Your Dream Business Model (Presentation & Feedback)
11:00 – 12:30	3 Fundamental Business Strategies & 4 Levels of Innovation	The 7 Business Model Evaluation Criteria (Exer 4: Peer Review)	Business Model Validation & Blue Ocean Strategies
13:30 – 15:00	Business Model Canvas (Exer. 1: As-Is vs Improved)	Business Model Design Process & Prototyping (Exer 5: Spaghetti Challenge)	Starting Your Innovation Engine
15:15 – 17:00	Value Propositions & Customer Segments (Exer. 2: Job to be Done)	Invent Your Dream Business Model (Briefing & Preparation)	Bringing It Home – Wrap-Up and Q&A



Business Innovation Mindset Individual Registration Form Current & Advanced Booking

➤ Ms. Grace Lee ➤ grace@pikom.org.my ➤ Tel: (603) 4065 0078 ➤ Fax: (603) 4065 0079

PARTICIPANT DETAILS

Title (Mr / Mrs / Ms): _____

Family Name (Surname): _____

First Name: _____

Email Address: _____

Mobile Number: _____

Company / Organisation : _____

Designation: _____

Address: _____

Postcode: _____ City/State: _____

Office Tel: _____ Office Fax: _____

Mobile No.: _____

Date: _____ Signature: _____

PARTICIPATION FEE

☐ Local Registration: *RM 4,240.00 inclusive of GST

☐ Foreign Registration: USD 1,500.00

REGISTRATION

Registered by: _____

Designation: _____

Contact Number: _____

Email Address: _____

BILLING DETAILS

Invoice attention to: _____

GST Reg No: _____

Designation: _____

Contact Number: _____

Email Address: _____

Please **invoice** my company/organisation and payment will be made prior to the start of the Course.

PAYMENT METHOD

Please tick where applicable:-

☐ Cheque made in favour of 'PIKOM'

☐ Online Wire Transfer (T/T)

☐ Credit Card Payment (please contact PIKOM for the Credit Card Authorisation Form)

CONFIRMATION

1. Registration is on a first-come-first-served basis.
2. To confirm your registration(s), all registration form(s) must be accompanied with a **Letter of Undertaking (LoU)** on company's letterhead.

PIKOM SESSION DATE

Please tick the session date for registration:

Business Innovation Mindset Course (BIM)

☐ 2nd BIM : 27-29 July 2015 (Register by 20 July 2015)

VENUE & ACCOMODATION

PIKOM Training Centre @ Empire Damansara**

E1, Empire Damansara, No. 2, Jalan PJU 8/8A,
Damansara Perdana 47820 Petaling Jaya,
Selangor, Malaysia

****The organisers reserve the rights to change the venue at their discretion.**

Accommodation and travel costs are not included in the registration fee. Please contact PIKOM should you need further details on accommodation.

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Damansara Perdana 47820 Petaling Jaya,
Selangor, Malaysia

General Tel: (603) 4065 0078 General Fax: (603) 4065 0079

[PAYMENT POLICY] Payment is due in full at the time of registration. Full payment is mandatory for event attendance.

[CANCELLATIONS & SUBSTITUTIONS] You may substitute participants at least 5 working days prior to the beginning of the Course. Cancellations will be refunded only if made in writing at least 10 days prior to the beginning of the Course. No refund is given for any late cancellations or for participants who do not show up for the course (no-show). ****The organisers reserve the rights to postpone or change the venue at their discretion.**

