

SMU ACADEMY



TALENT PLUS

*A Lead-Charge Initiative*



## ABOUT CLIMB

*CLIMB is a 5-module programme that allows SMEs to escalate and CLIMB to the pinnacle of the next growth phase. By using proven Talent Plus® science and learning with peer cohorts, the sessions within the programme offer you the building blocks of what you need to use as templates to implement and benchmark yourselves against others to be able to thrive with your resources. To help you implement what you have learned, this programme includes a separate module on implementation which allows you the opportunity to work alongside industry an expert/ practitioner to bring about impactful changes in your organisation.*



| SMU Academy

Talent+®

# ABOUT THE MODULES

## 1. CONSTRUCT

*Using proven Talent Plus® science and methodology as the foundation, this module trains you to spot, place, develop and retain top talent and identify the natural gifts of team members to make the most of their strengths for individual and organisational success. Competencies can be taught; talent is innate and the greater the investment in developing its full potential, the further an organisation's leaders can accelerate positive business outcomes.*

## 2. LEAD

*This module offers a fresh approach that trains participants how to capitalise on the two most essential assets a leader has at his or her disposal: 1) his or her leadership talents and strengths and 2) the talents and strengths of the people who comprise the organisation. It addresses the core issues related to talent management through scientific methods of talent profiling, nurturing and thereby ensuring performance and retention. The takeaways from this module help the learners to create and sustain a high-impact leadership within their organisations.*

## 3. INNOVATE

*This module focuses on helping you to identify your business model, create disruptive strategy and innovative approach to drive growth. Through case studies and self-evaluation, you will learn how to develop the right products that meet the customer's expectation and market fit. The outcome of this module will help you to evaluate your products using market-relevant scales, and innovate with disruptive strategies on products based on informed decision-making.*

## 4. MONETISE

*This module focuses on identifying the right financial strategies and implementing them; changing the practice of accounting management to financial management. Through case studies and exercises, you will learn a practical approach on making realistic forecasts, effective steps in revenue generation and proven techniques in managing top and bottom line, tax and the maximum leverage of capital.*

## 5. BRAND

*Everyone can talk about their brand but only a few truly understand what their brand means to their customer/ audience. Come experience this module to unravel what you thought you know about your brand and use that new found knowledge to challenge change within your organisation and in your marketing communications.*

## 6. IMPLEMENT

*This module focuses on helping SME leaders implement change within their organisations on one of the areas they have learned from CLIMB under the mentorship of an industry expert/practitioner. Comprising a total of 16 hours, this 3-month programme will be divided into 8 blocks of 2-hour session each, through which SME leaders/ project managers will receive coaching or consultation either via call or in person from the industry mentor assigned to the individuals.*

## COURSE DETAILS

Owing to the interdependence of subject matter, certain modules are offered together as a single course.

Course	Duration	Course Date
Lead + Construct	2 days	20 - 21 Nov 2018
Innovate + Brand	2 days	28 - 29 Nov 2018
Monetise	1 day	5 Dec 2018
Implement	16 hours over a 3-month period	-

- Requires a minimum of 3 signups per SME/ company.
- Comprises 8 sessions of 2 hours each.
- An assigned coach/ CLIMB consultant will meet with SME owners for an initial 2-hour session to identify objectives, timeline, milestones for the next 3 months.
- The remaining 7 sessions (14 hours) will be used for coaching either via call or face-to-face meeting.
- Consultants will touch base with SME owners/ project managers twice a month over the 3-month period.

## FUNDING & FEES

All fees quoted are inclusive of GST.

Course Duration		1 day	2 days/ 16 hours
<b>Full Fee</b>		<b>S\$1,070</b>	<b>S\$2,140</b>
<b>For Singapore Citizens/ Singapore Permanent Residents</b>	<b>Fee payable to SMU after 70% SSG funding</b>	<b>S\$321</b>	<b>S\$642</b>
<b>For Singapore Citizens aged 40 &amp; above</b>	<b>Fee payable to SMU after 70% SSG funding &amp; 20% SkillsFuture Mid-Career Enhanced Subsidy</b>	<b>S\$121</b>	<b>S\$242</b>
<b>For Singapore Citizens aged 35 &amp; above (13 years &amp; above for persons with disabilities) earning a monthly income of not more than S\$2,000</b>	<b>Fee payable to SMU after 70% SSG funding &amp; 25% Workfare Training Support Scheme</b>	<b>S\$71</b>	<b>S\$142</b>
<b>For SMEs sponsoring their employees who are Singapore Citizens/ Singapore Permanent Residents</b>	<b>Fee payable to SMU after 70% SSG funding &amp; 20% Enhanced Training Support for SMEs</b>	<b>S\$121</b>	<b>S\$242</b>

### ASSESSMENT

An assessment will be conducted at the end of each module.

### CERTIFICATION

Upon successful completion of the course, every participant will receive a Certificate of Participation issued by Singapore Management University.

### REGISTRATION

To register for the course, please visit <https://academy.smu.edu.sg/climb-programme>

### ENQUIRIES

For enquiries, please contact Ms Geraldine Woo at [gwoo@talentplus.com](mailto:gwoo@talentplus.com) or Ms Sarah Yip at [sarahyip@smu.edu.sg](mailto:sarahyip@smu.edu.sg).

## ABOUT THE TRAINERS

### *Construct & Lead Modules*



**Deon Senturk**

Chief Executive Officer of CLIMB - TalentPlus®  
Director of Business Strategy and Development Of Asia Pacific - TalentPlus®

Deon partners with TalentPlus clients throughout the world to help them understand the philosophies of strength investment and the Science of Talent®. Her work is concentrated on the hospitality industry, working with clients such as Mandarin Oriental, the Ritz-Carlton Hotel Company and the Peninsula Hotels as she becomes a trusted advisor to top leaders in the area of human capital selection and development, strategic talent management planning and organisational behaviour.



**Steve Wang**

Managing Director of Asia Pacific - TalentPlus®

Steve is a trusted advisor to C-suite client partners of TalentPlus in the creation and positioning of leadership development programmes to optimise the impact of talent-based selection and strengths-based management in TalentPlus' AsiaPacific office. As an in-depth consultant, Steve works closely with global client partners through coaching of leadership excellence and researching talent. He focuses on team alignment approaches and succession planning strategies, organisation's service strategy and culture.



**Christophe Megel**

Founder & Director - A-munition

Christophe aims at focusing on strategic partnership for Food & Beverage management and providing business intelligences to F&B operators or chefs. In 2010, Megel received the International Management Action Award from the charter management institute (CMI), an award given to outstanding individuals with effective managerial skills, servicing as models for others to emulate and help drive organisation and the economy to scale new heights.

### *Innovate & Brand Modules*



**Alex Ng**

Managing Director – Spaze Ventures

As Managing Director, Alex leads the investment at Spaze Ventures to help entrepreneurs launch and grow their startup. He has thus far invested in more than 10 startups, helped them to expand overseas and raise the next round of funding. Alex has about a decade of experience from both the public and private sectors, where he helps companies grow.



**Nick Goh**

Chief Executive Officer – YP Consulting Singapore

Nick brings with him over 22 years of branding, advertising, marketing experience having worked with major international agencies and notable brands worldwide. He has also been a judge for prestigious media award shows and been conducting digital related programmes for industrial practitioners working in major creative agencies and brands with the Association of Accredited Advertising Agents in Singapore.

### *Monetise Module*



**Tan Lee Thong**

Managing Director – Managed Financial

Lee Thong has over 25 years of Finance leadership experience across listed and privately owned MNCs in various industries. Prior to joining Managed Financial, he led a global Finance team of 40, running a full spectrum of Finance functions and accomplishing major projects including syndicated fund raising, automating financial reporting, and implementing an ERP across Asia Pacific. With a passion in coaching and training, Lee Thong is also an ICF certified coach who finds great satisfaction in helping people to develop their fullest potential through personal self-awareness and performance improvement.