

SMU ACADEMY

Personal Leadership & Business Success Series

Personal Effectiveness
Management Efficacy
Business Excellence



PROFESSIONAL



The transition from an effective individual contributor to a new manager can be an exciting and demanding journey. Designed to fast track the managerial skills of new managers, this modular programme aims to equip the participants with the essential skills to make better decisions, obtain buy-ins from stakeholders, create value for their customers and employees, as well as uncover new business opportunities for their organisations.

Presented over 3 months, this highly interactive programme employs a variety of learning methods. Live simulation will be used to illustrate and reinforce the application of concepts, in addition to discussions, case studies, field research and assessments, to help participants gain insights into their decision-making processes and acquire effective managerial and leadership skills to build trust and inspire others to work with them.

Who Should Attend

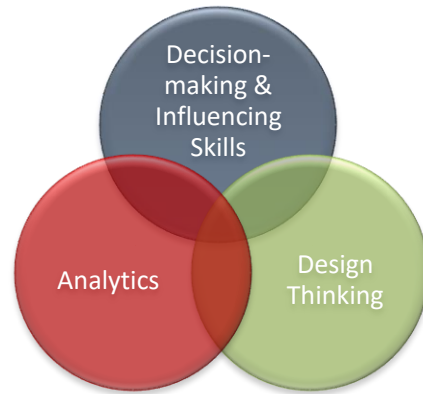
Business leaders who are responsible for driving business growth in their organisations.

Programme Objectives

The programme aims to equip participants with the abilities to:

- analyse information and systematically use evidence based management in decision making.
- transform data into insights to gain stakeholder's support and manage their expectations.
- adopt analytics for effective talent management, customer acquisition and retention.
- use Design Thinking as a driver of innovation to uncover new business opportunities for growth.

Focus Areas



Module 1 Personal Effectiveness [24 – 25 Jan 2019]

Making decisions is an everyday activity for business leaders. Some decisions are quick, automatic or emotionally driven, while other decisions are more deliberate and effortful. Regardless of the types of decisions we make, the process is usually influenced by our past knowledge and experiences and the outcomes inevitably entail certain implications or trade-offs. This module aims to help participants make better decisions through understanding their personal decision making styles and to be mindful of the potential biases and errors in decision making. The module will also enable participants to reframe issues or ideas to better engage with and manage the various stakeholders' expectations.

Programme Code: CRS-N-0045893 (Funding Validity Period: 22 Mar 2018 - 30 Sep 2020)



Dr Tan Hwee Hoon
Assoc. Professor of OB & HR
SMU

Module 2 Management Efficacy [12 – 13 Feb 2019]

Analytics is one of the new hot buzzwords in business. It is touted to improve companies' efficiency, service levels, and profits and help achieve organisational goals. Can Analytics really do all these? This 2-day module aims to demystify what Analytics is, what it is good for (and not good for), and what are the business issues it can help address. The module also seeks to clarify the difference between analytics and benchmarking of best practices/metrics and profiling, as well as emphasize the importance of linking business initiatives – be it customer or human capital related – to the desired business outcomes.

Programme Code: CRS-N-0045895 (Funding Validity Period: 22 Mar 2018 - 30 Sep 2020)



Dr Raymond Teo
Chief Executive, Blue-dge
and Consulting
Adjunct Faculty, SMU

Module 3 Business Excellence [14 – 15 Mar 2019]

With Singapore looking to productivity and innovation to power our next phase of growth, what are the areas for improvement and opportunities for businesses? This module aims to assist participants to uncover new business opportunities through Design Thinking. Customer or user centricity is at the core of Design Thinking, and the approach had been successfully used by companies to drive innovation and growth, solve problems and achieve quick wins. Participants would acquire insights into how companies in various industries had been able to innovate and create new business opportunities through Design Thinking, and also be equipped with the skills to conduct a "live" field research to uncover unmet needs.

Programme Code: CRS-N-0045894 (Funding Validity Period: 22 Mar 2018 - 30 Sep 2020)



Mr Sean Koh
Managing Director, D-Catalyst
Adjunct Faculty, SMU

■ Intake

Mod 1: 24 – 25 January 2019
Mod 2: 12 – 13 February 2019
Mod 3: 14 – 15 March 2019

(Each module is standalone and you may attend them separately.)

■ Class Timing

9.00am – 5.00pm

■ Venue

Singapore
Management
University

■ Fee Per Module

\$2,011.60 incl. GST

■ Fee after 70%

SSG Funding (T&Cs apply)
\$603.48 incl. GST
(for Singapore Citizens / PRs)

SkillsFuture Credit

Singaporeans (aged 25 & above) self-sponsoring the programme fee may claim for their SkillsFuture Credit.

