



## Business Strategies For Managers and Executives

Business is a battlefield. There is a Chinese saying that goes “**Shāngchǎng wú fùzǐ**” or there is room for father and son in the market place. The ancient Chinese battlefield genius, Sun Tzu left behind the secrets of his successes in war. Come and learn how to apply it in your work and business. **You can only win!**

### OUTLINE

#### Day 1 :

- Introduction to Sun Tzu's Art of War
- Strategic Planning: Managing Business Sustainability
- 10 Practical Tips and Tricks of Sun Tzu's Art of War in 21<sup>st</sup> century

#### Day 2 :

- Talent Management: Recruitment, Retaining & Developing Talents in organization
- Managing Competition and Winning Strategy

#### Mode of Delivery :

- The 2-days workshop via exercises, videos, case studies, and mini- lecture will be conducted to enable the participants to comprehend and apply the ancient knowledge.

### FOR WHOM

All business persons, managers and executives.

### COURSE FEE

**RM1100 + 6% GST per person**

(MIHRM Member )

**RM1200 + 6% GST per person**

[Others]



### FACILITATOR

There will be 2 trainers well-versed in the strategies of Sun Tzu and who have successfully translated and applied them into their business to facilitate this program.

### CANCELLATIONS & TRANSFER

If you are unable to attend, a substitute delegate is welcome to attend in your place at no additional charge. A full refund, less 10% administrative charges, will be given if cancellation is received in writing at least 7 days prior to the program. No refund can be made for cancellation received less than 7 days prior to the program.

## REGISTRATION FORM



MIHRM is a class A training provider (serial number: 3215)

Please register me for .

Date of Training:

Membership No.

Name

Company

Designation

Address

Email Address

Tel No. (office)

(fax)

(mobile) Contact Person

- Enclosed cheque No./bank draft \_\_\_\_\_ for RM \_\_\_\_\_ being payment for \_\_\_\_\_ participant(s).
- (Payment made payable to "Malaysian Institute of Human Resource Management" CIMB a/c : 800 23 24 212)

**Malaysian Institute of Human Resource Management(MIHRM)**

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