

# 2019

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## Workshop Description

### **Corporate Packages:**

- A. Leadership and People Management Series
- B. Business Innovation & Growth Series
- C. Problem Solving & Implementation Series

### **For Small Medium Enterprise(s):**

*90% fees funded by WSQ subsidy*

### **Individuals' Packages:**

- A. Leadership and People Management Series

### **For Singaporeans above 40 years old:**

*90% fees funded by WSQ subsidy*

*The remaining 10% fees can be paid through your SkillsFuture Credit or PSEA*

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\* Delivered by partner organisation

## Everest's Vision / Mission

As an SSG Approved Training Organisation (ATO), we have workshops that serve the needs of and value-add to all three market segments.

**For the individuals**, our mission is **to inspire dreams and to invoke innovative achievements.**

For **corporations (SME and non SME)**, we want to help equip your management & staff with the tools, templates and techniques

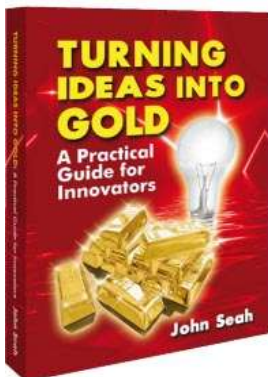
- **to innovate, to create value**
- **to grow money and**
- **to save money**

Formed in 2003, Everest has delivered workshops to hundreds of thousands of participants in 25 cities across 12 countries.

## Everest's Success Stories & Publications

Everest Innovation is results-focused. We have helped numerous customers saved \$millions and grown \$millions through our training and consultancy. These achievements are highlighted in our publications:

### 1) Turning Ideas into Gold

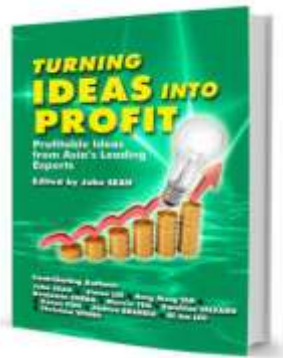


About how we used innovation to help Hewlett Packard save \$millions and grow \$millions during the 1997 Asian Economic Crisis, saving 72 families from eminent retrenchment.

### 2) Turning Ideas into Profit (Sales & Value Creation Workshop)

It consists of 12 chapters from various consultants and their success stories, like Value Creation and Design Thinking.

Many of our participants also graced the headlines of Straits Times, Business Times, Channels News Asia with their innovation projects.



Examples include:

- **Singapore Prison Services:** 1<sup>st</sup> Call Center in the world, behind prison bars
- **CPF Workfare:** the Banana Sisters
- **CPF:** Air-con technology Patent
- **Singapore Land Authority:** Revamp of Rochor Canal
- **Jurong Town Corporation:** "Look what's coming to a highway near you."

## Everest's Workshop Series

For many business requirements & individual learning needs, a standalone 2 days workshop is insufficient to cover all the necessary skills and knowledge needed to transform your organisation. Everest has collated these workshops into Corporate Workshop Series (for SME and non SME).

### Corporate Workshop Series

- A) **L**eadership & **P**eople **M**anagement (Level 4 LPM) Series
- B) **B**usiness **I**nnovation & **G**rowth (BIG) Series
- C) **P**roblem **S**olving & **I**mplementation (PSI) Series

### Individuals Workshop Series

- **L**eadership & **P**eople **M**anagement (LPM) Series

## Frequently Asked Questions

### **Q1: Do I have to attend all the workshops in the series?**

No, the Series represent our recommended suite of workshops needed to achieve most of our customer's business needs and objectives. Organisations / Participants can **pick and choose** to attend any number of workshops in any order depending on their business or learning needs, and time affordability.

### **Q2: What if I sign up for the series but am unable attend a particular workshop midway?**

You can postpone the workshop to a different date/month, giving us 5 working days notice. All our workshops repeat every two month.

### **Q3: Participants' size:**

We encourage organisations to attend as a team / department/ company so that you can brainstorm /discuss /solve specific organisational problems together.

If you send a team of :

- **4 – 5 pax**, we will reserve a table for your team to brainstorm your business ideas / problem / innovation. 3 to 4 teams from different companies will be in the public workshop.
- **12 – 15 pax**, we will deliver it as your own private class without any other external participants.
- **16 – 24 pax**, we will deliver it as your own private class plus we provide lunch on top of our usual 2 tea-breaks.

### **Q4: What if I have a specific business requirement for my participants?**

Course scenarios, examples and case studies can be contextualised to better suit your learning, business requirements, your products and services. This begins with a free consultation meeting with our consultant (for 30 pax and above). Approved WSQ course materials can be contextualised (changing scenarios, examples, case studies) but not customised (amending/ deleting/adding learning competencies). Take to our Sales / training consultant about your specific requirements.

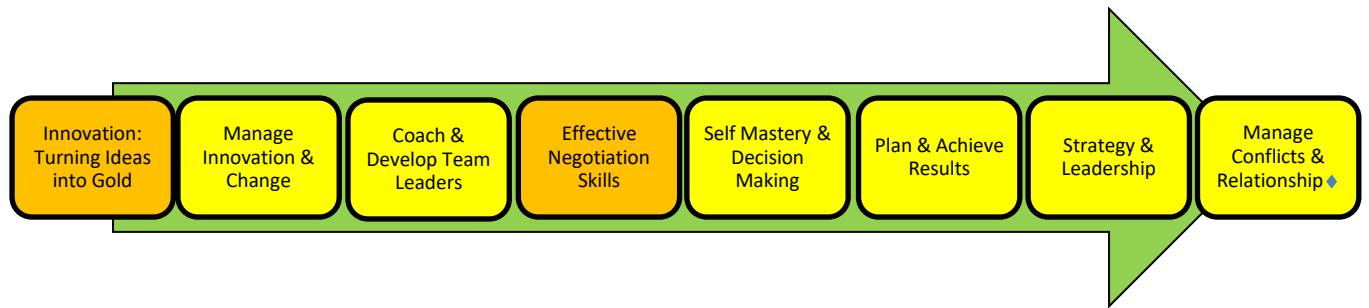
### **Q5: What if I cannot afford the time to allow my staffs / managers to attend so many days in the workshop series which may affect my operations?**

This is why we schedule our workshop series with 1 – 2 weeks gap to balance training with workload. The series are repeated several times a year to allow the required workshops to be scheduled and spread throughout the year. The advantages of spreading out the training workshops are for:

- Continual learning,
- Staff development,
- Staff retention,
- With minimal impact to daily operations.

### **Q6: Must we attend the series in your recommended order?**

Not necessary. Each course is designed to be self-contained. However, it is better to discuss with our Sales / training consultants about your specific learning needs & situations.



## A) WSQ Leadership and People Management (LPM) Series



### Overview:

This program is ideal for organizations to use as:

1. A Talent Development Program
2. A Talent Retention Program
3. A New Manager Program

This Level-4 LPM Series is sequenced as shown:

- From self and current focus
- To team and future focus.

### Competency Elements at a glance

#### Innovation: Turning Ideas into Gold (Essential)

This is an inspirational course that teaches participants how to frame opportunity statements and generate hundreds of innovation ideas or solutions within a few minutes. (Elective)

#### WSQ LPM: Coach & Develop Team Leaders

**(Enable Others)**  
 LPM-DEV-401C-0

1. Identify team leaders' skill requirements
2. Facilitate learning opportunities of team leaders
3. Coach team leaders

#### Effective Negotiation Skills

This course equips participants with the critical skills, tactics & techniques to prepare, to open, to negotiate and to close/win a negotiation

There will be an exciting "It's a Zoo out there!" Negotiation Game where participants will practise their tactics learned and experience the dynamics of competitive negotiation in a ever changing market environment. (Elective)

#### WSQ LPM: Manage Innovation & Change

**(Manage Change)**  
 LPM-CHG-401C-0

1. Facilitate innovation in the workplace
2. Manage the implementation of change strategies and processes
3. Monitor and evaluate impact of change on team leaders

#### WSQ LPM: Decision Making & Self Mastery

**(Manage Self)**  
 LPM-PER-401C-0

1. Communicate effectively
2. Influence decision making
3. Plan self development path

### WSQ LPM: Plan & Achieve Results

#### (Manage Achievement of Results)

LPM-RES-401C-0

1. Develop team plans
2. Manage and reward team performance
3. Monitor implementation of team plans

### WSQ LPM: Strategy & Leadership

#### (Lead Team)

LPM-VIS-401C-0

1. Facilitate implementation of organisation strategies
2. Promote compliance with corporate governance requirements
3. Provide direction and guidance to team leaders

### \* WSQ LPM: Cultivate Workplace Relationship

LPM-RLT-401C-0

1. Build workplace relationships
2. Promote workforce diversity
3. Manage conflict



### Elective workshops

You can choose any of the following additional workshops to suit your business needs:

1. Innovation: Turning Ideas into Gold (Highly recommended)
2. Effective Negotiation Skills

(Highly recommended)

3. Sales & Value Creation
4. Turning Presentation into an ENCORE
5. Creating Business Plan with an impact
6. Introduction to Personal Data Protection Act
7. Problem Solving & Decision Making
8. Lean Management for Service Organisation
9. Project Management – Scope
10. Project Management – Time

### Target participants for this series:

- **For corporations:** to train, develop and retain talents, team leaders, supervisors and managers to take on greater responsibilities.
- **For individuals:** for those who like to advance their competencies & skills to be a leader and a manager.

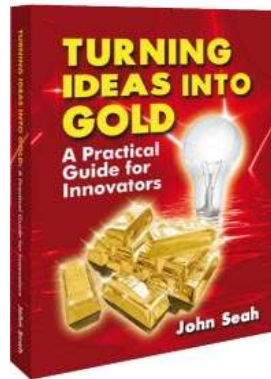
\* This module is delivered by partner organisation

## WSQ Innovation: Turning Ideas into Gold (Essential)

### BM-IM-401E-1

#### Workshop Description

In this fun and highly interactive workshop, you will learn the powerful innovation tools, techniques and templates **to generate 1000 ideas within 30 minutes for your business!**



A general manager can use this workshop for his team to brainstorm ideas on:

- How to grow his business more efficiently and effectively?
- How to save \$1M without sacrificing quality?
- How to delight customers without increasing cost?
- What new business segments can we venture into to leverage on our new strengths?
- How to create products/services aligned with our capabilities and resources?

#### Workshop Objectives

At the end of this workshop, participants will be able to:

- Understand the differences between productivity, creativity and innovation
- Change to innovation mindset to convert ideas killers into ideas growers
- Understand the various phases in the innovation journey
- Utilize the various ideas generation tools, techniques and templates to generate 1000 ideas in 30 minutes

- Systematically select the best of the best ideas out of the 1000 generated
- Present your ideas to your stakeholders and convince them to support / fund you

#### Workshop Content

- Introduction to productivity, creativity and innovation
- My organisation and I
- Exploring opportunities
- Formulation of innovation statements
- Ideas generation techniques
  - Brain-writing, SCAMPER, Related Words
- Ideas selection technique
  - Perspective-Criteria Matrix
- Incubation technique – P.E.N.S.
- Presentation of ideas
- Prototyping
- Implementation of your innovation project

#### Takeaways:

- 1 x WSQ Statement of Attainment
- 1 copy of “Turning Ideas into Gold” book worth \$60 at Kinokuniya

#### Intended Audience:

It is recommended for entrepreneurs, business owners, managers and professionals who seek better and faster ways of generating innovation ideas, resolving problems and/or optimizing opportunities for your business.

For individuals who wish to generate ideas to fulfil their dreams and passions

#### Workshop Methodology

This dynamic and highly interactive workshop will be conducted with a good blend of instruction, problem brain-storming, discussions and games.

**Course Duration:** 2 days

This is an elective in the LPM series

## **WSQ LPM: Manage Innovation & Change** (Manage Change)

LPM-CHG-401C-0 Manage Change

### **Workshop Description**

Using the ideas of identified opportunities identified from Turning Ideas into Gold class, participants will learn how to manage the change into the organisational environment

Our organisation needs to change to keep up with or to leap frog our competitors. Therefore we need to be able to successfully manage innovations, and to anticipate change related impacts to many aspects of our organisation.

### **Competency Elements**

You will learn the following elements:

1. Facilitate innovation in the workplace
2. Manage the implementation of change strategies and processes
3. Monitor and evaluate impact of change on team leader

### **Performance Criteria**

*A competent individual must be able to successfully perform the following:*

- 1.1 Delegate responsibilities and duties to team leaders using a variety of *communication techniques and behaviours*
- 1.2 Seek feedback from team leaders to enhance team cohesion and ensure common understanding of goals and requirements

1.3 Role model effective communication techniques and behaviours that demonstrate the organisation's *values and ethics*

2.1 Promote understanding of *areas of achievement and opportunities for growth or improvement*

2.2 Assign roles and responsibilities to implement change strategies and processes

2.3 Identify *systems and behaviours* that may support or limit implementation activities

2.4 Work with team leaders to anticipate and plan for *predictable consequences* of change, apply *systems thinking* and provide support

3.1 Develop and review systems for identifying and sharing *learning* from change implementation processes

3.2 Analyse data and feedback from team leaders to establish *trends*

3.3 Identify actions and resources required to ensure change processes generate required benefits

### **Intended Audience**

Participants interested in Leadership and People Management; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal effectiveness.

### **Methodology**

This workshop will be conducted with a good blend of lecture, interaction, case studies and experience sharing.

**Duration:** 2 days



## **WSQ LPM: Coach & Develop Team Leaders (Enable Others)**

LPM-DEV-401C-0

You will learn the skills and knowledge required to support employees to develop their skills and expertise. It covers identifying skill requirements, facilitating learning opportunities and coaching team leaders.

### **Competency Elements**

This competency unit consists of the following elements:

1. Identify team leaders' skill requirements
2. Facilitate learning opportunities of team leaders
3. Coach team leaders.

### **Performance Criteria**

At the end of the workshop, the participant will *be able to perform*:

- 1.1 Review organisational strategies and business plans that impact on team competency requirements
- 1.2 Select and use *tools* to review current skills of team leaders
- 1.3 Establish team leaders' learning priorities
- 1.4 Support team leaders in writing *learning and development plans*
- 2.1 Identify *learning and development opportunities* that support the development of team leader skills
- 2.2 Facilitate learning and development opportunities to address skills needs

2.3 Provide *resources and support* for learning and development

3.1 Establish clear *coaching goals* and timeframes

3.2 Work with coachees to explore issues and develop options

3.3 Support coachees to develop skills and gain confidence

3.4 Review coaching outcomes against coaching goals

### **Intended Audience**

Participants interested in Leadership and People Management; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal effectiveness.

### **Methodology**

This workshop will be conducted with a good blend of lecture, interaction, role plays, sharing and WSQ assessments.

**Duration:** 2 days

## WSQ Effective Negotiation Skills

### BM-BN-401E-1

#### Workshop Description

This is a fun and dynamic workshop that will equip you with a set of effective tools, techniques and templates on negotiation.

Winning in negotiation is about creating the win-win climate, exploring the possibilities and agreeing on the best possible outcomes.

#### Learning Outcomes

At the end of the workshop, the learners should be able to:

- Plan and prepare alternatives and outcomes for both parties in negotiations to support negotiation objectives.
- Open the negotiation effectively
- Apply communication and conflict resolution techniques to achieve desired negotiation outcomes.
- Finalise negotiation and take necessary follow-up actions to close negotiation.
- Monitor and evaluate negotiation outcomes against objectives in accordance with organisational procedures.

#### Workshop Content

- Welcome and ice breaking
- 1. Module 1: Introduction to Negotiation
- 2. Module 2: Preparation:
  - a. **P**ower
  - b. **R**oles
  - c. **O**rganizational Objectives
  - d. **M**arket Conditions
  - e. **I**nterdependence
  - f. **S**trategy
  - g. **E**arly Records
- 3. Module 3: Opening

- 4. Module 4: Communication and Conflict resolution techniques
- 5. Module 5: Bargaining
- 6. Module 6: Finalising
- 7. WSQ Assessment

#### The “It’s a ZOO Out There” Simulation Game:

Experience the heat of negotiation as the participants compete to negotiate the best deals for their organizations, putting all the negotiation techniques they have learnt into the practical fun game. Played two rounds, this game simulates the dynamics of a market condition in the midst of transactional negotiation.

#### Intended Audience:

This course is designed for anyone who needs to negotiate as a major part of their job: entrepreneurs, businessmen, salespersons, managers, supervisors, team leaders, purchasers

For individuals interested in personal effectiveness & career development

#### Workshop Methodology

This highly interactive workshop will be conducted with a good blend of instruction, discussions, case studies and simulation games. Participants will enjoy the fun yet realistic negotiation practices with their fellow participants during the “It’s a ZOO out there” game.

#### Workshop Duration: 2 Days

## **WSQ LPM: Decision Making & Self Mastery** **(Manage Self)** LPM-PER-401C-0

You will learn the skills and knowledge required to work effectively in the role of a manager of team leaders. It covers communicating effectively, influencing decision making and demonstrating a commitment to self development. It is about personal effectiveness & planning your self growth & development

### **Competency Elements**

This competency unit consists of the following elements:

1. Communicate effectively
2. Influence decision making
3. Demonstrate commitment to self development

### **Performance Criteria**

At the end of the workshop, the participant will *be able to perform*:

- 1.1 Delegate responsibilities and duties to team leaders using a variety of *communication techniques and behaviours*
- 1.2 Seek feedback from team leaders to enhance team cohesion and ensure common understanding of goals and requirements
- 1.3 Role model effective communication techniques and behaviours that demonstrate the organisation's *values and ethics*

2.1 Contribute to the *development of implementation plans* to support the strategic priorities and direction of the organisation

2.2 *Facilitate the decision making process* to ensure support for implementation plans and business strategy

2.3 *Influence team leaders* to pursue actions which support the achievement of the organisation's strategic priorities and develop strategic direction

3.1 Undertake *self assessment* in relation to own performance and leadership style

3.2 Evaluate current and *future requirements* of own work role in relation to organisational strategies and plans

3.3 Maintain *currency of knowledge* in required areas of technical and managerial expertise

### **Intended Audience**

Participants interested in Leadership and People Management; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal effectiveness.

### **Methodology**

This workshop will be conducted with a good blend of lectures, interaction, role plays, mapping out self development path, experience sharing and WSQ assessments.

**Duration:** 2 days

## WSQ LPM: Plan & Achieve Results (Manage Achievement of Results)

LPM-RES-401C-0

You will learn the knowledge and skill to manage the achievement of results. It covers developing team plans, monitoring and rewarding team performance and monitoring the implementation of plans.

### Competency Elements

This competency unit consists of the following elements:

1. Develop team plans
2. Manage and reward team performance
3. Monitor implementation of team plans

### Performance Criteria

*A competent individual must be able to successfully perform the following:*

- 1.1 Work with team leaders to *prepare team plans* in reference to expected performance
- 1.2 Consult *stakeholders* to obtain views and support of plans
- 1.3 Identify, request and allocate *resources* required for team to implement the team plans
- 1.4 Identify potential *risks* to business objectives and develop *mitigation strategies*
- 2.1 *Support team leaders* to respond to issues relating to employee *performance*
- 2.2 Provide regular feedback to team leaders to maintain awareness of expected and actual performance

2.3 *Respond to team leader performance* in accordance with organisational policies and procedures

3.1 Identify the *success criteria* by which team performance will be evaluated

3.2 Use *appropriate methods* to gather data relating to team performance as defined in plans

3.3 Monitor and assess emerging and identified risks of *strategic impact*

3.4 Analyse data to prepare recommendations to enhance future activities and performance of the team

### Intended Audience

Participants interested in Leadership and People Management workshops; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal effectiveness.

### Methodology

This workshop will be conducted with a good blend of lecture, interaction, case studies, experience sharing and WSQ assessments.

**Duration:** 2 days

## **WSQ LPM: Strategy & Leadership (Lead Team)**

LPM-VIS-401C-0

You will learn the skills and knowledge required to lead the implementation of vision at operational levels within an organisation. It covers facilitating the implementation of strategy, promoting compliance with corporate governance requirements and providing direction to others.

### **Competency Elements**

This competency unit consists of the following elements:

1. Facilitate implementation of organisation strategies
2. Promote compliance with corporate governance requirements
3. Provide direction and guidance to team leaders

### **Performance Criteria**

*A competent individual must be able to successfully perform the following:*

- 1.1 Assist team leaders to identify *trends and issues* impacting on teams and their productivity
- 1.2 *Facilitate team leaders'* involvement in the development of business unit strategies
- 1.3 Support team leaders to develop operational plans
- 1.4 *Communicate* strategic priorities to *stakeholders* and ensure their support and buy-in

2.1 Develop or modify systems to ensure compliance with corporate *governance and social responsibilities*

2.2 Develop *processes* for reporting non-compliance and risks

2.3 Ensure employees comply with corporate governance requirements

3.1 Communicate organisational *values* and expectations of behaviour in the workplace

3.2 *Engage* regularly with employees and provide required support

3.3 *Model leadership* and demonstrate the application of organisational values, *behaviours* and governance priorities in all actions

### **Intended Audience**

Participants interested in Leadership and People Management workshops; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal effectiveness.

### **Methodology**

This workshop will be conducted with a good blend of lecture, interaction, case studies, experience sharing and WSQ assessments.

**Duration:** 2 days

## **WSQ LPM: Cultivate Workplace Relationships**

LPM-RLT-401C-0

You will learn the skills and knowledge required to cultivate harmonious and productive relationships in the workplace. It covers building relationships, promoting diversity and managing conflict.

### **Competency Elements**

This competency unit consists of the following elements:

1. Build workplace relationships
2. Promote workforce diversity
3. Manage conflict

### **Performance Criteria**

*A competent individual must be able to successfully perform the following:*

- 1.1 Establish working relationships with *network members* to improve knowledge sharing and networking opportunities
- 1.2 Pursue *collaborative opportunities* that will support beneficial outcomes
- 1.3 *Facilitate* information exchange among network members to support organisational and team priorities
- 2.1 Develop *systems and processes* that support organisational diversity strategies
- 2.2 Monitor the implementation of systems and processes to support workforce *diversity*
- 2.3 Adjust interpersonal style to the social and cultural business context

3.1 Identify and act on possible *causes or sources* of conflict

3.2 *Negotiate* issues to reach mutually acceptable outcomes

3.3 Review the effectiveness of the conflict resolution strategies

3.4 Take action to prevent the recurrence of conflict

### **Intended Audience**

Participants interested in Leadership and People Management workshops; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal effectiveness.

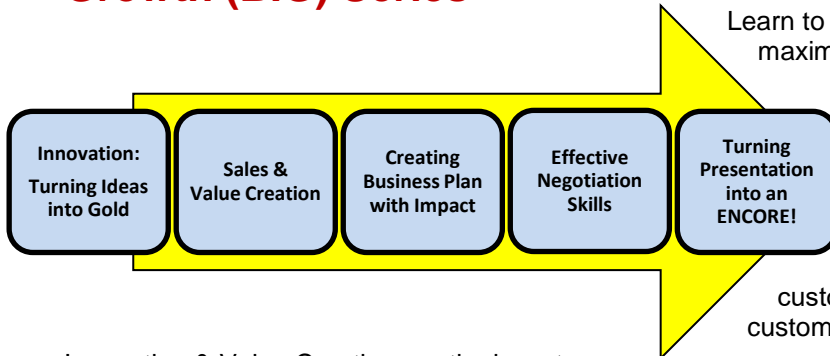
### **Methodology**

This workshop will be conducted with a good blend of lecture, interaction, case studies, experience sharing and WSQ assessments.

**Duration:** 2 days

\* This course will be delivered by partner ATO organisation

## B) Business Innovation & Growth (BIG) Series



Understand your customers' needs and proactively create values to fulfill those needs.

Learn to plot your own business value chain to maximize your value creation process.

Learn to create value that satisfy your customers' and customer's customers most urgent, most important needs (MUMIN).

Learn to quantify the \$ value for your customer so that it "make sense" for your customers to buy your products and services.

Innovation & Value Creation are the keys to Business Growth

- *Are you faced with the situation of selling the same old thing as your competitors, and wish to innovate / differentiate / create new / differentiated products / services instead?*  
 → **If so, innovate & grow!**
- *Are you faced with slow business growth because your once-successful formula is now obsolete?*  
 → **If so, innovate & grow!**
- *Are you struggling to compete on pricing and wish that you can create and sell new value at a higher profit margin instead?*  
 → **If so, create value & sell value!**

### **a. Innovation: Turning Ideas into Gold**

Every business/product/service begins with a great idea. Depending on your organizational challenges, your objectives, your strengths, and your situation, you can develop your own opportunity statements, brainstorm thousands of ideas within minutes and select your best ideas for prototyping & implementation.

With the ability to generate great ideas at ease, you can spawn off more business ideas to solve your business problems effortlessly or to increase sales or to delight customers.

### **b. Sales & Value Creation**

Don't just sell products or services; learn to sell the value of your products and services instead.

### **c. Creating Business Plan with Impact**

Putting all the innovation and value creation elements together, you can now write your winning business or project plan. Learn about how to craft a winning business plan, set your own SMART objectives, leverage your own strengths, overcome your weaknesses, and optimize the resources so as to capture a bigger pie with minimal effort.

### **d. Effective Negotiation Skills**

With new innovations & new value created, you no longer compete on your previous old low price. This is an essential skill for you to open, to quantify your new value, to advance and to close your deals at a higher price and with terms and conditions favorable to your organisation.

Learn the various negotiation techniques that you can use to turn every negotiation into a win-win situation. Play our unique "It's a Zoo out there!" game that simulates a dynamic market situation for negotiation.

### **e. Turning Presentation into an ENCORE**

The vital time when the rubber meets the road is the time when you open your mouth to articulate about your company and your products to the customers / stakeholders. Are you able to convince him to accept your ideas within the next 7 minutes? Learn how to wow your audience by presenting your company and your products professionally.

### **Target participants for this series:**

For corporate: business owners, directors and managers who like to innovate and grow their business or products / services revenue.

## Sales & Value Creation

### Workshop Description

Consider the following scenarios:

- Do you like to be able to create opportunities for your products / services?
- Do you wish to differentiate your product/ services from your competitors and sell it at a premium?
- Do you have difficulty articulating the value of your product/services to your customers?

If your answer is YES to the above questions, then this workshop is for you.

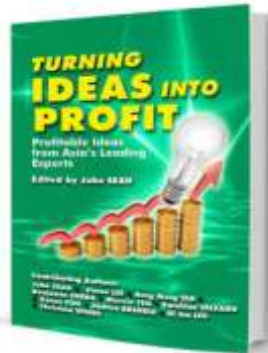
### Workshop Objectives:

At the end of the workshop, you will be able to:

- Recognize and create opportunities that can be turned into sales
- Evaluation opportunities, aligned with your strengths and uniqueness
- Communicate your products and services benefits and features to potential customers
- Pursue leads to close deals systematically and efficiently
- Understand your customers' Most Urgent and Most Important Needs (MUMIN ©)
- Understand the Value Chain throughout your product and services eco-systems and how the various parties value-add to each other
- Create the values that your customers really wanted and the services that are not there yet but are needed by your customers

### Workshop Content:

- Introduction to Opportunity Creation
- What are Features, Benefits and Value?



- Value Creation Techniques
- Understanding your customer's MUMIN
- Mapping out Customer's Value Chain
- Communication and Negotiation Skills
- Selling Value
- Call Qualification
- Selling Techniques: S.E.R.V.I.C.E.
- Advance in Your Sales
- Handling Objections
- Closing A Sale
- Real life case studies
- VALUE Selling TOOLKIT Game

### The VALUE Selling Toolkit Game

This is an exciting and fun game where the participants will be divided into 2 groups: Company Directors and Sellers. Played two rounds, the Sellers will apply their lessons taught to understand the customer's problem better, to quantify them and finally to sell the VALUE of their solutions to the customer at a premium price.

### Workshop Methodology

This dynamic workshop will be conducted with a good blend of instruction, discussions and simulation games. Participants are encouraged to bring a product/service to the class to create opportunities and value surrounding it.

### Intended Audience

Entrepreneurs, Business Owners, Sales Account Managers, Business Managers, Business Development Managers, Services Sales Managers, Pre-Sales Support Managers, Marketing Managers and Product Managers.

**Duration:** 2 days



## WSQ Creating Business Plan with Impact



BM-AP-405E -1

### Workshop Description:

Failing to plan is planning to fail.

As we embark on our entrepreneurial or business journey, we have many elements in our business that we need to think of, to manage and to deploy. In order for the various business elements to function seamlessly, efficiently and effectively, we need a great plan.

### Purpose:

- To equip the learners with knowledge and skills of business planning
- To guide the learners to plan for their business

### Learning Outcome

At the end of the workshop, the learners should be able to:

- Interpret business plan outline and objectives of their business plan
- Identify and extract necessary information from relevant sources for inputs into their business plan

- Draft business plan in consultation with key stakeholders to ensure alignment with organizational objectives
- Present draft business plan to relevant stakeholders for endorsement.

Learners should know about the following topics:

- Business plan outline
  - Executive summary
  - Organizational description
  - Market analysis
  - SWOT Analysis
  - Products /services
  - Strategies and implementation
  - Management
  - Finance
  - Resources
- Objectives and components of business plan
- Organizational objectives
- Relevant stakeholders to consider
- Linkage between business plans and organizational objectives

### Workshop Methodology:

This highly practical workshop will be delivered with a good blend of mini-lectures, plan preparations examples, discussions, and actual writing of your business plan.

### Intended Audience

Entrepreneurs, Business Owners, Sales Account Managers, Business Managers, Business Development Managers, Services Sales Managers, Pre-Sales Support Managers, Marketing Managers and Product Managers.

**Workshop Duration:** 2 days

## WSQ Turning Presentation into an ENCORE!



**BM-COM-303E-1**

### Workshop Description:

Do you want to be able to deliver your product / services sales speech so well to captivate the hearts of your clients?

Do you want to deliver a speech so well that the audience screams for an encore?

Do you want to be able to impress the crowd or clients with a wow?

If you do, this is the starting point where you will learn both:

- The essential points of delivering a presentation
- The finer tips of turning that presentation into an encore.

### Learning Outcome

At the end of the workshop, the learners should be able to:

- Identify presentation objectives and presentation formats in accordance with organisational procedures
- Gather and analyse necessary information to support presentation objectives

- Develop presentations and presentation collaterals, to support presentation structure
- Present information in appropriate formats to achieve your objectives
- Evaluate presentations to determine areas of improvement

### Workshop Content

1. Welcome and ice breaking
2. Module 1: **(E)** Begin with the End in Mind
3. Module 2: **(N)** Analyse Information
4. Module 3: **(CO)** Develop COntents
5. Module 4: **(R)** Rhetorical Delivery  
Written Assessment Paper 1
6. Module 5: **(E)** Evaluate your presentation  
Written Assessment Paper 2  
Presentation Delivery

### Workshop Methodology:

This highly engaging workshop will be delivered with a good blend of mini-lectures, examples, discussions, speech preparations, presentation practices and evaluations

### Intended Audience

Entrepreneurs, Business Owners, Sales Account Managers, Business Managers, Business Development Managers, Services Sales Managers, Pre-Sales Support Managers, Marketing Managers and Product Managers.

**Workshop Duration:** 2 days

## WSQ Fundamentals of the Personal Data Protection Act (PDPA)

### BM-RM-301E-1

#### Workshop Description

If your business involves collection of your clients' personal data (NRIC numbers, mobile phone numbers, home addresses, etc.), you are subjected to this PDPA law. The law mandates that you appoint a Data Protection Officer.

- Do your staffs know what they should or should not do with personal data?
- Do they know what is included and what is excluded from this Act?
- Does your organisation have a Data Inventory Map to identify areas of non-conformance?
- Does your organisation have a process for dealing with complaints regarding data protection?

If your answer is NO to one or more of these questions, then you and your staff need to attend this workshop.

#### Workshop Objectives

At the end of this workshop, the participants will be able to:

- Understand what is the Personal Data Protection Act
- Understand the 9 Key Obligations
- Understand the roles of Data Protection Officer
- Understand what is an organisation Data Inventory Map
- Identify possible areas of non-conformance
- Develop a process for handling complaints relating to data protection
- Develop a PDPA communication plan for your organisation.

#### Workshop Content

- Introduction to Personal Data Protection Act
- Data Protection and Do Not Call Provisions
- PDPA 9 Key Obligations
  - Consent Obligation
  - Purpose Limitation Obligation
  - Notification Obligation
  - Assess and Correction Obligation
  - Accuracy Obligation
  - Protection Obligation
  - Retention Limitation Obligation
  - Transfer Limitation Obligation
  - Openness Obligation
- Roles of Data Protection Officer
- Creating Data Inventory Map
- Identify Areas on Non Compliance
- Developing a process for handling dispute resolution
- Staff training and communication
- Managing data breaches
- WSQ Assessment

The course will be conducted using the PDPA BM WSQ Standard Curriculum and Standard Assessment Plan developed by Personal Data Protection Commission

#### Intended Audience:

Any entrepreneur, business managers or staff who needs to handle personal data, like Human Resource, IT Dept, Marketing, Sales, Customer Services, Operations, etc.

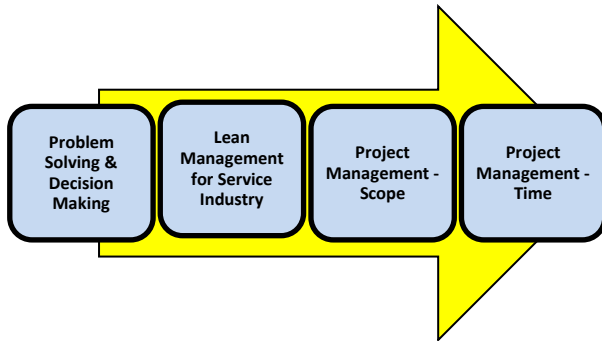
Not suitable for Legal Personnel

#### Workshop Methodology

It will be a combination of lectures with examples, discussions and WSQ assessment

**Workshop Duration:** 2 days

## C) Problem Solving & Implementation Series



1. Are you facing a short-of-manpower issue?
2. Are your staffs working overtime all the time?
3. Do you feel that your process is too cumbersome, too many steps to get a daily task done?
4. Are your customers complaining that your turn-around time is too long?

If your answer to any of the above question is yes, then you have a problem to solve.

Problem is the number one cause of inefficiency! Problems can be product-related, process-related or people-related. It consumes and wastes time and resources; it causes customer dissatisfaction and turn-around time delay. If not solved, many problems do recur again and again, keeping your staff busy, but unproductive.

Not only should we solve problems fast, we also need to train all our staffs how to pre-empt, prevent, predict and avoid problems. There are numerous approaches to solving problems. We recommend the following workshops:

1. **Problem Solving & Decision Making**  
Learn to solve problems systematically

Using proven tools, templates & techniques taught in class, participants can apply these templates and techniques learn to solve workplace problems.

### 2. Lean Management in Service Industry Cut Waste. Do More with Less.

This course is suitable for service organisations like hospitals, banks, Insurance, retails, transportation, government, restaurants, airlines, etc.

- Both internally [for cost savings] or
- Externally, on behalf of their customers [for revenue generating, consultancy or outsource management].

### Implementation

Having identified the solutions from the earlier two workshops, the participants can switch gear into implementation mode via Project Management tools, templates and techniques.

### 3. Project Management – Scope

Everybody wants everything to be included into the project scope. If the project scope is ill defined, then the project may not bring the desired benefits to the organisation. It may be dragged forever, trying to satisfy the whims and fancies of every stakeholder.

### 4. Project Management - Time

Learn the tools & templates for managing projects on time, plot critical paths using PERT(Program Evaluation and Review Technique, etc

### Targeted participants for this series:

All staffs, supervisors and managers who handle/solve the day-to-day problems to improve their efficiency and effectiveness to pre-empt, prevent and solve problems.

## WSQ Problem Solving and Decision Making

### ES-ACE-302G-1

#### Purpose:

To equip the learners with a comprehensive suite of tools, techniques and templates to solve problems and to make quality decisions, which include anticipating and identifying potential problems, facilitating team's effort to resolve problems, making appropriate decisions and formulating implementation plans.

#### Learning Outcome

At the end of the workshop, the learners should be able to:

- Identify symptoms that could lead to potential problems at the workplace
- Apply logical deduction to anticipate and detect problems at the workplace based on symptoms and relevant information gathered
- Analyse relevant information surrounding the perceived problems and identify the exact problem using various techniques.
- Analyse the root causes of the problems at the workplace using appropriate problem-solving tools and techniques
- Facilitate generation of solutions to solve problems by encouraging creativity among team members
- Select a solution among the shortlisted ones collectively with team members
- Develop an implementation plan that addresses the root causes of the problems and consider the impact to organization and customers
- Evaluate the effectiveness of the implemented solution and implementation plan by analyzing feedback gathered from relevant sources

## Workshop Content

1. Introduction and Identifying **S**ymptoms
2. From Perceived to Potential **P**roblems
  - a. **P**rocess Questioning
  - b. **O**bjective Reasoning
  - c. **S**ymptom Cause Effect
  - d. **E**limination Process
3. Root Cause **A**nalysis
  - a. 5 Whys
  - b. 5W1H, Tabulation
  - c. Diagnostics Questions
  - d. Logical deduction / deductive reasoning
4. **D**ecision on Solutions
  - a. Divergent thinking
  - b. Convergent thinking
  - c. Criteria Matrix
  - d. SWOT Analysis
  - e. Impact Analysis
5. **I**mplementation
6. **E**valuation

WSQ Case Study Assessment Papers

#### Intended Audience:

This course is designed for managers, supervisors, team leaders and professionals to equip them with a suite of problem solving tools, techniques and templates for them to solve product-related, process-related and people-related problems effectively and efficiently

#### Workshop Methodology

This highly interactive workshop will be conducted with a good blend of instruction, discussions, case studies and simulation games. Participants are encouraged to bring their workplace problem to the workshop to solve.

**Workshop Duration:** 2 Days





## Project Management – Scope

BM-PM-402E-1

### Workshop description

Having identified the solutions from the previous 2 workshops, this Project Management - Scope equips the learner with the skills and knowledge to effectively manage the project scope as “everyone wants everything to be included”. This workshop covers the following:

- Determining project deliverables,
- Identifying,
- Resolving project scope issues,
- Reviewing and
- Controlling project scope.

### Workshop Objectives

At the end of the workshop, the learners should be able to:

1. Determine project deliverables and key work activities aligned to project objectives and organisational guidelines / policies.
2. Identify and resolve potential project scope issues in accordance with organisational procedures.
3. Monitor and control project scope to meet project objectives.

At the end of the workshop, the learners should know and understand the following:

1. *relevant stakeholders*
2. *scope management plan, processes and procedures*
3. *project life cycle*
4. *scope change control procedures*
5. *components of project plans*
6. *project management tools and techniques*
7. *triple constraints and their impact on project management*

### Target Audience

Professionals, managers, supervisors and individuals who need to manage projects as part of their job or career, from all industry sectors, especially when they are preparing for the PMP Examination.

### Workshop Methodology

This highly interactive workshop will be conducted with a good blend of instruction, discussions and case studies. Participants will enjoy solving several real life problems using the techniques taught.

**Workshop Duration:** 2 days



At the end of the workshop, the learners should know and understand the following:

## Project Management – Time

BM-PM-408E-1

### Workshop description

This Project Management - Time workshop covers the assessment of project time constraints, as well as the development and management the project schedule.

### Workshop Objectives

At the end of the workshop, the learners should be able to perform the following:

1. Assess project time constraints in order to sequence tasks accordingly.
2. Develop project schedule to guide *time management* of the project.
3. Implement and manage project schedule to ensure *project objectives* are met within the stipulated time frame.

1. *time management techniques* and issues
2. *triple constraints* and their impact on project management

### Target Audience:

Professionals, managers, supervisors and individuals who need to manage projects as part of their job or career, from all industry sectors, especially when they are preparing for the PMP Examination

### Workshop Methodology

This highly interactive workshop will be conducted with a good blend of instruction, discussions and case studies. Participants will enjoy solving several real life problems using the techniques taught.

**Workshop Duration:** 2 days



## Mediating Difficult Situations, Handling Difficult People

**This is a non-SSG-funded workshop**



### Workshop Description

In your daily operational work, you may be despatched to handle such situations, like quarrelling neighbours or people, each insisting they have the right to continue doing something, each insisting that the other party should stop doing the other thing. Since neither party has violated any laws, how are you going to handle situations like these?

As you attempt to understand the situation and try to find the best solutions, emotions and tempers creep in. Now you are faced with difficult, unreasonable and angry people over and above the difficult situation.

If this scenario sounds like your daily workplace nightmare, this workshop is for you.

### Workshop Content

- Introduction to Mediation
- The four stage Mediation Model
- Effective Listening & Questioning Skills
- Conflict Analysis
- Mediation Role Play
- Handling difficult situations
- How to say no professionally
- Handling difficult people
  - Angry people
  - Abusive people
  - Unrealistic people
  - Long-winded people
  - "I know your boss" people
  - "I know more than you" people
  - "Do it my way" people
- Role Play
- Closing & Prize presentation

### Intended Audience

Officers and staff in the law enforcement or public civil service agencies like

- Singapore Police Force,
- Singapore Prison Services,
- Immigration & Checkpoints Authority,
- Ministry of Manpower,
- Singapore Customs,
- CPIB, HDB, URA, etc.

### Methodology

This workshop will be conducted with a good blend of mini-lectures, discussions, interaction and role plays to give participants a chance to practise both handling the mediation and the difficult people scenarios.

**Duration:** 2 days

## Design Thinking: Turning Objectives into Outcome



**This is a non-SSG-funded workshop.**

### Workshop Description

Inspired by the excellent work done by Prof. Jeanne Liedtka from the University of Virginia, this workshop will take the participants on a journey of design thinking, beginning with

- What Is?
- What If?
- What Wows?
- And reaching the Desired Outcome of What Works?

This design thinking journey begins from a dream or a vision or organizational objectives, moving through the innovation process, and ending with a desired outcome. Putting on the “designer’s hat”, the participants will imagine a “beautiful day in the life of a future customer”.

Using the various Design Thinking techniques, tools, and templates, participants can apply them into their real life environment to make their innovations come true. Design thinking can be applied to Products Innovation, Service Innovation and Process Innovation.

### Intended Audience

This workshop is for all managers and staffs who want to innovate or find a better way to design their processes/ products/ services from the customers/ stakeholders’ perspectives to create customer delight or distinctive service WOWs

### Workshop Objectives

By the end of the workshop, participants will:

- Understand what is design thinking
- Understand the differences between design thinking and conventional problem solving
- Learn the design thinking process
- Learn the various tools, techniques and templates used in design thinking
- Apply these tools taught into real life environment and situations
- Uncover customers’ **UNMET needs, UNARTICULATED needs and UNDREAMT needs**
- Achieve innovation results.

### Workshop Content

Participants can look forward to learn the following techniques /tools:

- Framing the problem
- Creating Persona
- A Day in the Life of a Customer
- Value Chain Analysis
- Divergent Thinking
- Ideas Selection
- Rapid Prototyping

It will be a fun workshop where teams will compete on their ideas and prizes will be awarded to the winning team.

**Borrowing the lessons learnt from Orlando Disneyworld, we had implemented Design Thinking in the Hewlett Packard Service Center, resulting in their winning the “Best in Customer Satisfaction” award from ComputerWorld Magazine for 8 years running.**

## SSG Funding for Self Sponsored Individuals

All Singaporeans aged 25 and above can use their S\$500 SkillsFuture Credit from the Government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website ([www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit)) to choose from the courses available on the SkillsFuture Credit course directory.

### Course Fee Funding

	Type of Course	All Singapore Citizens and Permanent Residents aged $\geq 21$ yrs	Singapore Citizens	
			Aged $\geq 40$ years <sup>2</sup>	Aged $\geq 35$ years and earning $\leq$ \$2000 /mth <sup>3</sup>
Certifiable Courses approved by SSG	Non-PME-level Courses	80% of course fees, capped at \$17/hour	90% of course fees, capped at \$25/hour	Up to 95% of course fees, capped at S\$26.50 per hr (New wef 1 Jan 2019)
	PME-level Courses	50% of course fees, capped at \$15/hour	90% of course fees, capped at \$50/hour	Up to 95% of course fees, capped at S\$53 per hour (New wef 1 Jan 2019)

## SSG Funding for Organisations

### Course Fee Subsidies for Small and Medium Enterprises (SME) for External Courses

	Type of Course	Singapore Citizens and Permanent Residents <sup>1</sup>	Singapore Citizens	
			Aged $\geq 40$ years <sup>2</sup>	Aged $\geq 35$ years and earning $\leq$ \$2000/month <sup>3</sup>
Certifiable Courses approved by SSG	Non-PME-level Courses	90% of course fees, capped at \$25/hour		Up to 95% of course fees, capped at S\$26.50 per hr (New wef 1 Jan 2019)
	PME-level Courses	90% of course fees, capped at \$50/hour for PME level courses		Up to 95% of course fees, capped at S\$53 per hr (New wef 1 Jan 2019)

1 Under the Enhanced Training Support for Small & Medium Enterprises (SME) Scheme.

2 Under the SkillsFuture Mid-career Enhanced Subsidy.

3 Under the Workfare Training Support (WTS) scheme.

## Course Fee Subsidies for Non – SME for External Courses

	Type of Course	Singapore Citizens and Permanent Residents	Singapore Citizens	
			Aged ≥ 40 years <sup>2</sup>	Aged ≥ 35 years and earning ≤ \$2000/mth <sup>3</sup>
Certifiable Courses approved by SSG	Non-PME-level Courses	80% of course fees, capped at \$17/hour	90% of course fees, capped at \$25/hour	Up to 95% of course fees, capped at S\$26.50 per hr (New wef 1 Jan 2019)
	PME-level Courses	50% of course fees, capped at \$15/hour	90% of course fees, capped at \$50/hour for PME level courses	Up to 95% of course fees, capped at S\$53 per hr (New wef 1 Jan 2019)

1 Under the Enhanced Training Support for Small & Medium Enterprises (SME) Scheme.

2 Under the SkillsFuture Mid-career Enhanced Subsidy.

3 Under the Workfare Training Support (WTS) scheme.

## Absentee Payroll:

SSG also funds your employee's salary while he/she is undergoing training.

Courses offered by SSG-appointed CET Centres and Certifiable Courses approved by SSG	Singapore Citizens and Permanent Residents		Singapore Citizens aged ≥ 35 years and earning ≤ \$2000/month
	SME	Non-SME	SME and Non-SME
	80% of hourly basic salary capped at \$7.50/hr	80% of hourly basic salary capped at \$4.50/hr	95% of hourly basic salary
	For training outside working hours, subject to employer top-up of balance 20% of hourly basic salary, capped at \$1.90/hr	For training outside working hours, subject to employer top-up of balance 20% of hourly basic salary, capped at \$1.10/hr	For training outside working hours, subject to employer top-up of balance 5% of hourly basic salary