

IGM TALENT DEVELOPMENT (IGM)

IGM is a life-long learning academy licensed and accredited by the Ministry of Human Resources (HRDF/PSMB). IGM began as an off-shoot of the College - Institute Global Management. Together, and over a period of 18 years, they have trained and certified over 17,000 working executives, managers and entrepreneurs from a diversity of life-long learning programs ranging from professional certification to MBA!

IGM Talent Development's experience include working with Yayasan Innovation Malaysia, MQA, Matrade, IBM, Agilent Technology, Kulim High Tech Park companies, Intel Malaysia, Panasonic Malaysia, Kian Joo Berhad, Touch N GO, Powerwell, Inovar, Proton Edar, Ambank, Public Bank, YTL Corporation Berhad, Rozell, Proton Edar, Tan Chong Motors, Federal Auto Volvo, Coolblog, Tenaga Nasional, Telecoms Malaysia, and Telecoms Brunei in successfully delivering programmes such Innovation, Creativity, Value Innovation Strategies, Business Model Generation, Passionate Leadership, Developing a Marketing Plan, Strategic Planning & Thinking, Entrepreneurship etc.



Programmes are available in the Learning Centres in the following states:

- Penang
- Malacca
- Sabah
- Kuala Lumpur
- Johor
- Sarawak

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Sole Representative for CSA in Asia

LeadershipInstitute, USA



Certified Strategic Advisor

BE CERTIFIED

OVERVIEW

Certified Strategic Advisors are necessary for every organisation, to translate strategies into doable action plans, to drive change, and to promote decisions that will impact corporate alignment. Strategic Advisors **combine strategic thinking and business cum personal planning alignment**, thereby ensuring genuine commitment to values, vision, and mission.



CSA is designed by LeadershipInstitute, USA utilizing Strategy 360 concepts. Upon completion of the program the participants will be **awarded with a Certified Award as proof of their competence** to develop sound business plans that impact the quality of their career, business, and personal life for sustainable peak performance.

LeadershipInstitute's Council...

- Randall Bell, PhD - Founder
- Troy Tate, – Attorney and Author of "The DNA of Successful Leaders"
- John Zarian, - Attorney
- William Weatherly - Attorney
- Jon Wilcox – President of California Republic Bank
- Robert Griswold - President of Griswold Property Management
- Ron Kahraman - CEO of Askew Industrial Corp.
- Neil Balholm – President of Comteam
- Denise Brown – Founder of the Nicole Brown Simpson Charitable Foundation
- Terrence Dickens – Former CEO of Bixby Land Company
- Rebecca Jewel, PhD – Psychologist

"We are a group of CEO's, business owners and professionals who promote the exchange of ideas with other leaders and emerging leaders. Our mission is to produce and share cutting-edge education, training and development programs that will elevate students, businesses and communities."

OUR MISSION

PROGRAMME OBJECTIVES

The main objective is to equip our CSA to transform management from Conventional to Strategic Thinkers, facilitate success, & demonstrate how to avoid costly management mistakes for your clients and team members. It is a cutting edge proven program from USA that enables you to become a successful strategic leader cum advisor and arms you with a clear trajectory toward achieving your corporate and business goals seamlessly.



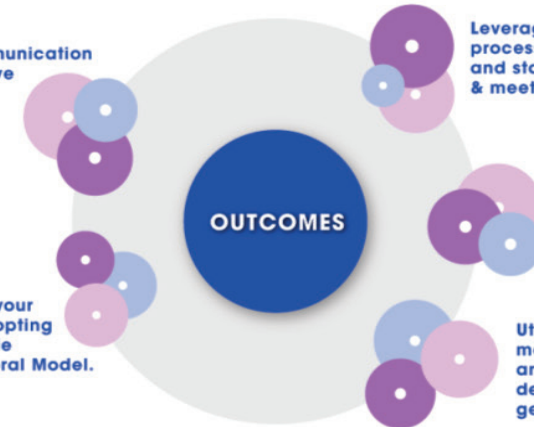
OUTCOMES

As a CSA you can improve performance of an organization at the local or even global level in addition to developing and implementing effective key performance indicators and measurements methods.

As a CSA; you will guide your clients/ team members to achieve the following outcomes:

Enhance your communication strategies to improve services and sales.

Leverage your existing processes, procedures and staff to improve effectiveness & meet if not exceed KPIs.



Learn to transform your organization by adopting the unique Profitable Leadership Behavioral Model.

Innovate & strategize to set sustainable directions and growth.

Utilize cutting edge management tools to analyze for effective decisions making that get better results.

WHO SHOULD ATTEND?

This pragmatic training program i.e. **Certified Strategic Advisor (CSA)** is designed for Directors, Senior Managers, and Entrepreneurs who lead, mentor, coach, or advise others to maximize productivity in their organization.

LEARNING

CSA TESTIMONIALS

**Abdul Rahim
Bin Yusoff**

Head of Business Development – PETRONAS

"Certified Strategic Advisory Program is a very niche program that every one in managerial team of any organisation should attend. CSA taught us a balances and realistic thinking in crafting the business strategies and guidances in our life. With CSA my life became more meaningful and interesting."

**Paismanathan
Govindasamy**

Vice President, Head of Front End Sales – ABB Power Product & Power Systems

"Dr. Oliver Ho delivery was excellent. I benefited from this program. I am able to apply to a great extend the ideas learned in this program in my work environment for better strategic planning. This program has also contributed towards the enhancement of my career. I will high recommend this program for those that are directly or indirectly involved in formulating strategies and business plan for their organization."

**Mr. Yong
Hock Chin**

Director – Fujitsu Telecommunications Asia Sdn. Bhd.

"The CSA program was different because of its holistic approach. The content is complex yet simple to grasp. With the tools provided and Value and Purposeful driven actions by Strategy 360, it prevents crisis from happening in the first place."

**Ricky Lee
Chee Ming**

Executive Director – Kejuruteraan Powerwell Sdn. Bhd.

"With these deep insights from the Certified Strategic Advisor program from USA about strategy and leadership skills we can now move from just talking about strategy to excelling it. Well done IGM."

Jason Tan

Executive Director – Inovar Resources Sdn. Bhd.

"CSA program encapsulates the core in leadership and management that every aspiring leader should know. The 4 Strategic Focus Areas of Purpose, People, Productivity and Progress. It has been a program that I enjoyed very much then and after 3 years I still practice it to move the business forward. I would strongly recommend CSA - Strategy 360 to every person who is looking to uplift his business and knowledge to the next level."

**Tiew
Hai San**

Undersecretary – Strategic Development Division, Ministry of Federal Territories

"CSA provides a framework for any business plan. Further, it stresses both business and personal plan must be in harmony with one another. This systematic organization of a business plan is a boon to any business and certainly CSA is a must to all business owners/players."

DELIVERY METHODOLOGY

The program uses a multi-channel of delivery i.e.

- Five days intensive workshop for senior management.
- Guided individual reflections and coaching session. (Optional 2 days)
- Real World mini case studies to bring the principles alive.
- Video Learning with many of the world's toughest challenges filmed on seven continents such as World Trade Centre, the Bikini Atoll nuclear test sites, the OJ Simpson cases, Hurricane Katrina and even in a shark cage etc.
- Develop a reality powerful strategic plan that aligns their business and personal life seamlessly!



TOOLS USED BY FACILITATOR DURING TRAINING

1 Purpose

1.1 PHILOSOPHICAL

GET THE BIG PICTURE

Developing powerful vision and mission statement that clearly identifies your core mission with realistic Big Harry Goals that inspire your staff to have ownership and buy in to commit to its execution as well as successful implementation.

1.2 INTELLECTUAL

DO THE HOMEWORK

Evaluate the concept of "teach ability" and learn the Johari Window Model for innovation. Identify learning gaps and shortcomings to boost the competitiveness skills of your staff.

		10 Principles	PERSONAL PLAN	BUSINESS PLAN
Purpose	1. Philosophical <i>Get The Big Picture</i>			
	2. Intellectual <i>Do The Homework</i>			
People	3. Sociological <i>Think "Team Sport"</i>			
	4. Influential <i>Get The Word Out</i>			
Productivity	5. Physical <i>Keep In Shape</i>			
	6. Environmental <i>Enjoy The View</i>			
	7. Financial <i>Add Value</i>			
Processes	8. Developmental <i>Pick A Target</i>			
	9. Operational <i>Make It Happen!</i>			
	10. Consequential <i>Build A Legacy</i>			

2 People

2.1 SOCIOLOGICAL

THINK : TEAM SPIRIT

Our bottom line results are dependent on our team performance and delivery to beat the competition. Evaluate leadership and team building relationships to identify and create barriers to competition by embracing the Talent-Effort model etc.

2.2 INFLUENTIAL

GET THE WORD OUT

Identify the art of listening by developing essential communications skills and to develop customer relationship and retention strategy. Extreme micro management and control cause excessive damage to business. Harness the benefits of social media and marketing today and leverage corporate social responsibility for the benefits of consumers etc.



3 Productivity

3.1 PHYSICAL

KEEP IN SHAPE

For the critical success on our business we need to keep in shape in our personal health by adopting the Focus factor TM to achieve a balance mindset. Also embrace the propriety "Six E's of excellence" which outlines and evaluates how financially fit is your business through, Ethics, Ego, Enlightenment, Empathy, Empowerment and Enthusiasm to check out the health of our product and services.

3.2 ENVIRONMENT

ENJOY THE VIEW

Apply our Environmental Continuum so that your team takes ownership of the environment and extraordinary things will happen. Learn and relearn Maslow's hierarchy of needs (7 stage models). Use our special worksheet to improve and enjoy your environmental environment where your business operates.

3.3 FINANCIAL

ADD VALUE

Understanding finance is what every businessperson should know. Identify the elements of financial productivity (The Banker's secret Vs. The Millionaire's secret). Develop Effective Cost cutting strategies (Adam's Equity Theory, Risk-reward), and Supply-Demand & Cost-Benefit models. Manage more confidently now with our new Risk Management models.



4 Progress

4.1 DEVELOPMENT PICK A TARGET

Many goals setting fails whilst CSA works! This is because people often ignore the foundational evaluation. This module takes you step-by-step through the goal setting process, mitigating risk so that you get the bottom line results you need.

4.2 OPERATIONAL MAKE IT HAPPEN

Develop "break-out" strategies by applying the skills of "brain storming", realistic goal setting, decisions making matrix, mind mapping and negotiating skill. Set up KPI and execute KRA which are smart measurable, achievable and realistic.

4.3 CONSEQUENTIAL LEAVE A LEGACY

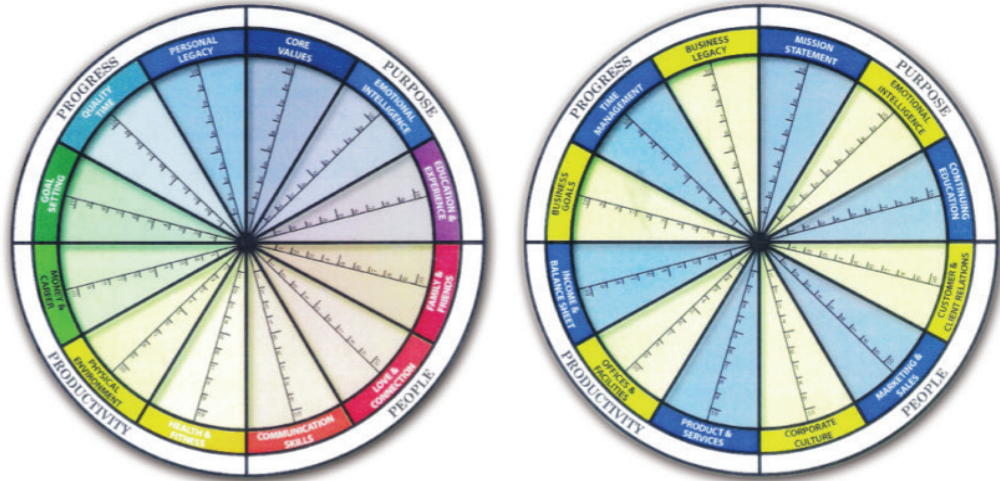
While everyone make decisions, senior executives, managers and entrepreneurs use our Solution Mindset decision-making toolkit that ensures that the best decisions are made! This is a skill that will have immediate impact.

5 Coach on Developing the One-Page Business Personal Planning for effective alignment

Most individuals do not think of themselves in the framework of a formal strategic plan, but it can be interesting to review the same categories, but in a personal context. Note how the "Life Plan" version integrates completely with the "organisational" strategic plan.

Finally, be able to develop a powerful strategic plan that aligns their business and personal life seamlessly in one page to accelerate buy in and execution for the benefits of both the participant and organisation alike!

WHEEL OF LIFE & BUSINESS ASSESSMENT



Now you will be able to align your own personal growth plan with organisation strategic plan in one simple page framework.

WHAT'S IN IT FOR YOU

- Personal coaching for Business cum Personal Plan Alignment
- Strategy 360 book (Optional)
- CSA Award from LeadershipInstitute, USA.
- Tools and training materials licensed from USA.
- This program will be facilitated by Master Trainer & Principal of IGMT, Dr. Oliver Ho and assisted by Dr. Salihin Ramli / Paul Barrett Smith / Dr. Aaron Koo or Aspalela.

Over 200 participants the past 2 years and majority have EXPERIENCED LIFE TRANSFORMATION in their business & personal life. Dozens of testimonies have endorsed this cutting edge leadership Program.

CSA is based on

Strategy 360

10 Steps to Creating a Complete Game Plan for Business & Life.

1. **Strategy 360** draws on a remarkable background to deliver an inspiring framework for crisis management and strategic planning. It brings many new and innovative concepts to the table.

Dr. Stephen R. Covey

Author, The 7 Habits Of Highly Effective People & The 8th Habit: From Effectiveness To Greatness

2. **Strategy 360** correctly points out those who can face a crisis head-on and solve it, ultimately enjoy the highest achievement.

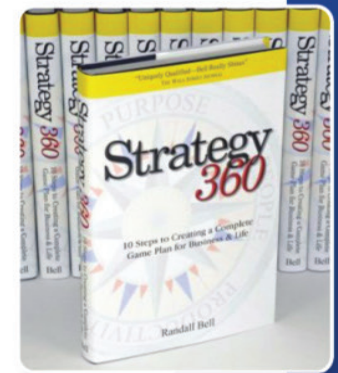
Dawn Hudson

President & CEO, Pepsi-Cola North America

3. **Strategy 360** just knocks you over with both managerial concepts and then illustrating them through hands-on experiences in working on some of the world's toughest challenges. This is a must read for emerging leaders!

Jon Luther

CEO, Dunkin Donuts



"Uniquely Qualified - Strategy 360 Shines"
THE WALL STREET JOURNAL