



BUSINESS & MANAGEMENT SERIES  
- A programme for corporate leaders and business leaders

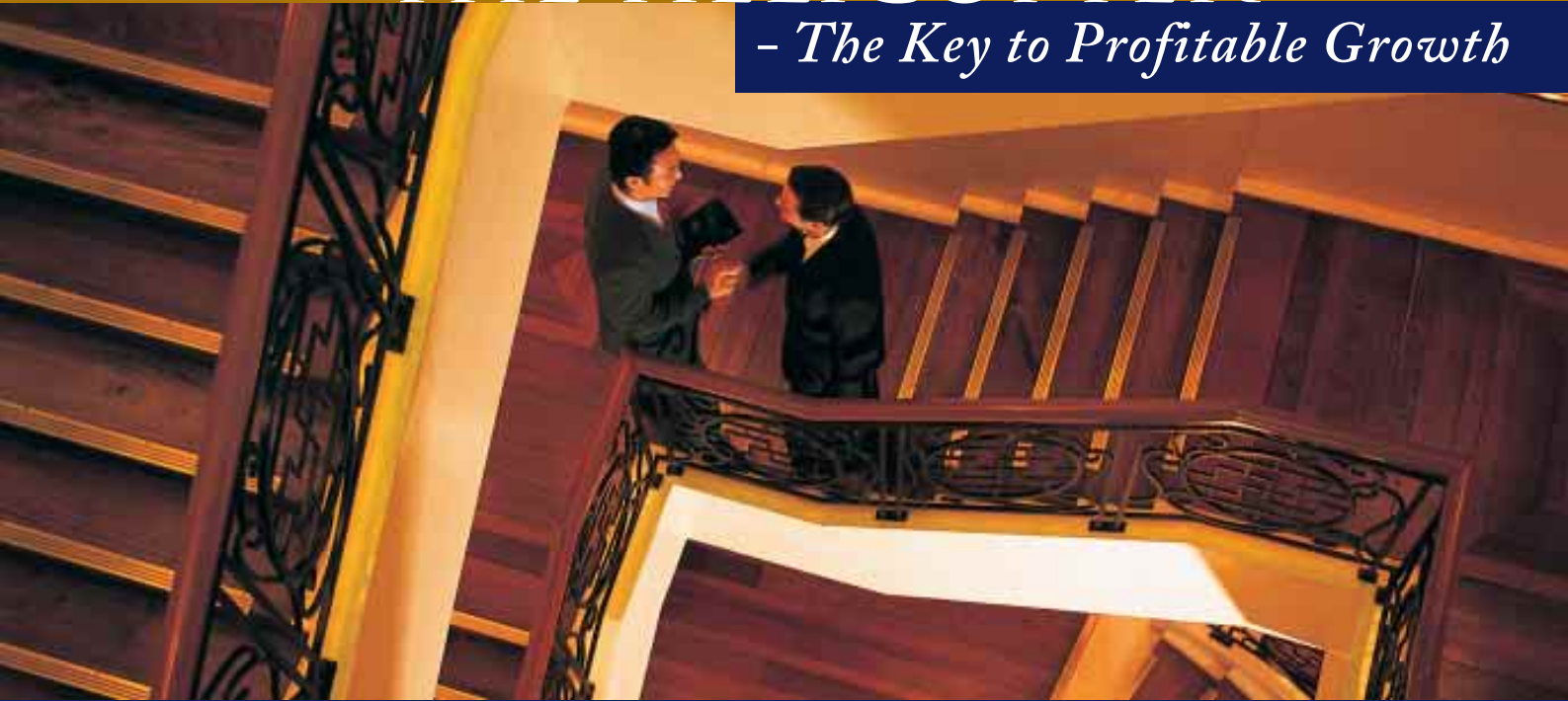
Organised by

**PARTNERS**

Conference and Event Management Pte Ltd  
(Reg. No. 200210370R)

# STAYING IN THE HELICOPTER™

*- The Key to Profitable Growth*



22 – 23 Feb 2006,  
Grand Copthorne Waterfront, Singapore

*Workshop Leader*

## Roger Harrop

*The CEO Expert, International Speaker,  
Business Advisor and Author*

# STAYING IN THE HELICOPTER™

## Why this programme

More often than not, it is relatively easy for business owners and corporate leaders to neglect their own management needs and skills. The emphasis has often been placed on investing in their human capital.

It is important, however, that as a key leader of your organisation that you take time out, step back from the business and review your strategy alongside with other business leaders who will help provide the impetus for new ideas and inspiration.

Here is the opportunity for you to take a look of your business from the Helicopter - **Regain your Focus - Hone your Business Skills - Propel your Organisation Forward.**

## What makes the programme unique

Limited to just 30 delegates, this highly interactive and participation-driven workshop is set to stimulate and challenge you to think yourself as a strategic leader. By incorporating your own experiences and comments linked to those of the speaker, this programme will allow you to gain a fresh perspective on your business and discover how you can significantly contribute to the success and growth of your organisation.

Packed with business simulation exercises, group discussion, team sharing, proven real world strategies, practical business models and simple techniques, this workshop has been carefully structured to ensure there is real action learning - practical and effective.

We are positive that you will find this experience insightful & invaluable.

## To add value to your learning at this workshop, you will each:

- Receive a detailed **CEO Checklist** - acts a gauge of the organisation's growth and a reminder of the action steps to take to bring your organisation to the next level;
- Complete a **Profitable Growth Matrix™** - taking into consideration what you believe is achievable in a typical company for the next full financial year.

## What are the benefits

This workshop which centered on two main themes of "Staying in the Helicopter" and "Keeping it Simple" will show you how you can:

- **Explore** every aspect of your business and yet maintain a laser-focus on the 'big picture';
- **Identify** and concentrate on the really important business issues;
- **Improve** your own effectiveness;
- **Achieve** significant growth in sales and profits;
- **Take away** practical action learning that will successfully impact your business and your own personal life when implemented;
- **Network** with others at your level.

More than 2,000 CEOs have gone through this workshop and some have achieved the following success using the secrets and tools learned at the programme:

- A **40% increase** in sales!
- An **86% growth** in profits!

## What are people saying about this programme

"Roger, we have seen a sustained increase in revenues and profits as a direct result of hearing you speak. Thank you!"

- **Martin Mulligan, CEO, Martin Mulligan Group Limited**

"Fantastic - I feel like I've done an MBA in a day!"

- **Alex Robertson, Managing Director, HL Display Limited**

"Your workshop was very good and I can use a lot of your material directly in my work"

- **Dato Dr Abdul Rahim Daud, Director, Telekom Malaysia Group Bhd**

"Your speech was outstanding, and the way you interacted with my members was extremely effective. The content was awesome, and your delivery style was excellent."

- **Joe D Adams, Group Chairman, The Academy for Chief Executives**

"Roger's take on how to standback and still be effective in managing the business as well as designing it's future would allay the fears of all the hands-on, workaholic CEOs out there. Who says there is no time to make time for yourself and loved ones?"

- **Alun Dow, CEO, The St. Aubin Company Limited**

"In the field of professional speaking, there are many experts on speaking. But what is required by industry is actually direct, eloquent, practical knowledge communicated by experts in their respective fields who also happen to speak compellingly. Roger Harrop is an extraordinary example of the latter. His personal experiences as a high-level CEO coupled with an insatiable desire to improve his craft and a sound understanding of business practices mean he delivers value every time he takes to a platform. I unreservedly recommend him to any organisation that craves a breath of fresh air and needs usable guidance on how to stay fresh, relevant and profitable. The man knows what he is talking about!"

- **Rajen Devadason, CFP, CEO, WealthCreation Sdn Bhd**

"Highly recommended to busy CEO/Director who wants to learn and adopt a simple and easy way to understand profit improvement matrix"

- **Low Lik San, General Manager, PBR (Malaysia) Sdn Bhd**

"The workshop opens many doors to many unanswered questions and eventually answered them successfully. Brilliant yet simplified strategies to use in the real world. Excellent."

- **Daemon Ong, SWC Connoisseurs Sdn Bhd**



## Who should attend

This programme is specially designed for executives who are responsible of running a business or business unit and all those who are key business drivers of their organisations. It is also highly relevant and beneficial for the following:

- Managing Directors • General Managers • CEOs
- Business Owners • Presidents • Chief Operating Officers
- Board of Directors • Senior Managers

## Workshop Outline

### SECTION 1

#### Finding the Purpose - The Real Objective of your Business

- Getting the big picture.
- What is your business purpose?
- Where you are and where you wanted to go?
- Why is knowing the real purpose of the business important?

### SECTION 2

#### Crafting out your Business Strategy – What Does It Take to be Market Leaders?

- Obtaining clarity on the shape of business.
- Setting a market leading strategy especially for SMEs and MNCs.
- Learning the three basic disciplines of market leaders:
  - Operational Excellence
  - Product Leadership
  - Customer Intimacy
- Learn how to develop a Stakeholder Power/Interest grid and why it's important

### SECTION 3

#### Developing your People and Tapping on the Human Resources

- People and the leadership of people – the very core of every organisation.
- Effective leaders need to look at themselves and their teams from the helicopter.
- The four areas of team performance:
  - Individual Personal Power (Skills/Profiles)
  - Relationship (Mutual trust/Respect/Support)
  - Leadership (Direction/Structure/Organisation/Motivation)
  - Atmosphere/Culture
- 'Belbin's Team Roles' Model – a whole dimension of team selection based on the individual's predisposed psychological team profile to develop a truly high performing team.
- 'Task Execution' Model – A performing team must at least include one person from each of the left and right hemisphere of this model.

Left Hemisphere	Right Hemisphere
1. Shaper	1. Completer/Finisher
2. Chairman	2. Monitor/Evaluator
3. Plant	3. Implementer
4. Resource Investigator	4. Team Worker

- Boosting your recruiting success using Roger's proven methodology.

- The three attributes of leadership:
  - Belief
  - Passion
  - Courage

### SECTION 4

#### Managing Finance – Focus and Simplicity are King

- Getting meaningful financial information to help you run the business successfully.
- Developing robust budgeting – learn the 'The Three Legged Stool' principle.
- Efficiently managing cash flow of the business.

### SECTION 5

#### The Key to Achieving Profitable Growth – Case Study

- Identifying ways to increase sales and profits involving less risk, less investment and more likelihood of success.
- Finding out the reasons why customers leave.
- Achieving your overall sales growth aspirations by setting and achieving modest growth targets:
  - Number of customers
  - Average order value
  - Frequency of order placement
- Universal Buying Process (UBP)

*During this session, you will*

- Evaluate your business needs and determine if the proposal in front of you is targeted to that aim
- Ensure there are specific processes in place to take potential customers through each step of the process

### SECTION 6

#### Profitable Growth Matrix™ – Business Simulation Exercise

Adopting an ideally conservative, view of what you believe is achievable in a typical company for the next full year financial results, you will complete a Profitable Growth Matrix™. At the end of this session, you will each get a chart which will help you look at the business from the helicopter.

### SECTION 7

#### Managing Change – Entering 'The Change House'

- How can you walk the talk and translate it into real numbers?
- Introducing Professor Paul Kirkbride's 'The Change House'
- The 4 types of rooms in the Change House™
  - Room of Contentment
  - Room of Denial
  - Room of Confusion
  - Room of Renewal



## Who is Roger Harrop

Roger Harrop - is an expert in Profitable Growth. He is International Speaker who inspires and entertains his audiences with his acclaimed Staying in the Helicopter™ series. Over 2000 CEOs and others have achieved massive growth in profits and sales through his thought provoking and entertaining speeches laced with real-life stories, anecdotes and humour.

He is a former CEO of a publicly quoted multinational corporation, an Author, Non-Executive Director, SME Business Advisor, Mentor and Consultant focused on improved profitable growth.

He has extensive experience across a broad spectrum of businesses - from small start-ups to large multinational corporations; from high tech manufactured products through basic commodities, to people based services businesses.

Roger spent seven years as Chief Executive Officer of a fully quoted, high tech Industrial Instrumentation Group with 12 operations over three continents. The company was listed in the UK Government's 'Competitiveness' White Paper and gained a reference in the US Forbes magazine as one of the top 100 'small' overseas companies and has been used as a benchmark case study by two business schools on Culture Change and Business Re-Engineering. He has run businesses for major multi-national companies and has been a tutor with one of the leading Leadership and Teambuilding programs for over 20 years.

Roger is a member of The Professional Speakers Association, a former Vice-President of The Institution of Mechanical Engineers, and a Liveryman with The Worshipful Company of Marketers. He is an accredited SME business advisor, a trained Assessor and Coach, and is on the Chairman panel with a number of Private Equity Houses.

Roger's clients include Citigroup, GfK Marketing Services and UK Government agencies. He is Speaker of the Year with The Academy for Chief Executives and a member of Speaking Faculty of the US based Institute for Management Studies.

### Programme Schedule

Registration : 08:30 – 09:00 hours  
Workshop : 09:00 – 17:00 hours

Luncheon, morning and afternoon tea-breaks will be provided for during the workshop.

### Fees (Nett per person)

Standard Fee S\$1,795  
Register by 31 Dec 2005 S\$1,495 (save \$300)  
Register by 31 Jan 2006 S\$1,695 (save \$200)

*Plus you will also qualify for the group discounts off the early bird fees when you register a team of at least 3 people.*

### Registration

For enquiries and further details, please contact:  
Partners Conference and Event Management Pte Ltd  
(Reg. No. 200210370R) at:  
Tel: (65) 6288 1273 Fax: (65) 6288 1293  
Email: enquiries@partners-conference.com  
Website: www.partners-conference.com

## REGISTRATION FORM

**YES! Please register me / us:**

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

### Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_  
 Email: \_\_\_\_\_ Organisation: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

### Methods of Payment

#### Bank Transfer

Account Name : **Partners Conference & Event Management Pte Ltd**  
Account Number : 501-584692-001 (Bank Code: 7339)  
Pay to : OCBC Bank (SWIFT Code: OCBCSGSG)  
Branch : OCBC Centre

#### Cheque

Please make your crossed cheque payable to  
**Partners Conference & Event Management Pte Ltd.**  
Kindly mail your cheque and registration form to:  
**Partners Conference & Event Management Pte Ltd**  
32 Maxwell Road #03-07, White House, Singapore 069511

