

BLUE OCEAN STRATEGY PUBLIC WORKSHOP



Date : 16 - 17 November 2016
Time : 9:00am - 5:00pm
Venue : Armada Hotel, Petaling Jaya

**EXPLORE THE OCEAN OF
UNCONTESTED MARKET THROUGH
BLUE OCEAN STRATEGY**

Jointly Organised By:



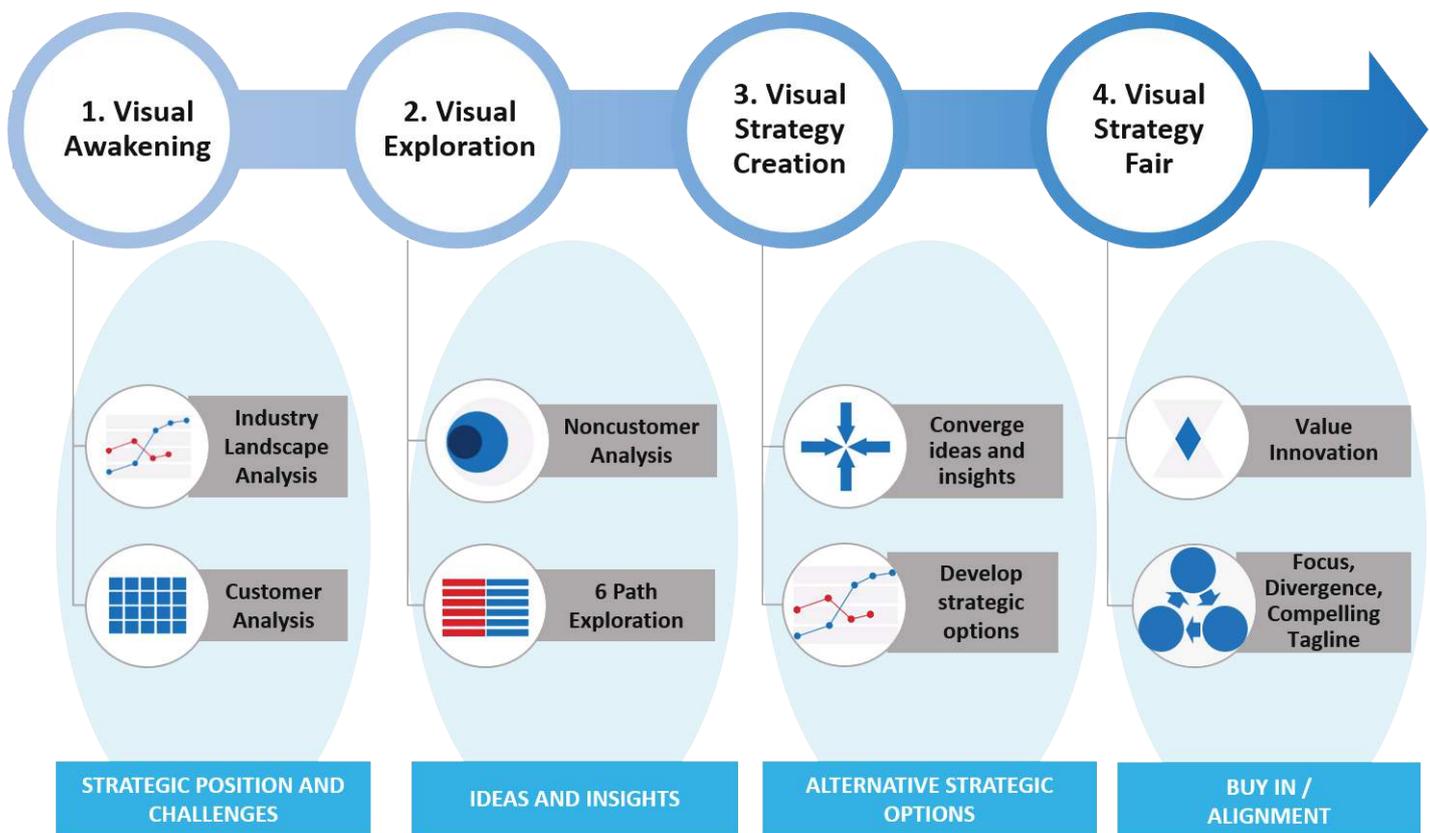
BLUE OCEAN STRATEGY

THINK OUT OF THE BOX.

Companies have traditionally achieved success by focusing on competition in an existing market space. They outperform their competition by battling over market share. However, in Blue Ocean Strategy, demand is created rather than fought over. Simply put, Blue Ocean Strategy denotes all the industries not in existence today - the unknown market space, untainted by competition, waiting to be discovered. Developed by W. Chan Kim and Renee Mauborgne, two of the foremost thinkers in the world according to Thinkers50, Blue Ocean Strategy provides a systematic approach to creating uncontested market space and making your competition irrelevant. All these, whilst driving down costs.

4 STEPS OF VISUALIZING STRATEGY

The dynamic and systematic process of creating a Blue Ocean Strategy.



THE KEY TAKEAWAYS

- ✓ Learn about new ways of thinking.
- ✓ Be able to take a critical approach to current practices.
- ✓ Look at the problems from a different point of view.
- ✓ Challenge current beliefs, assumptions and mindsets.
- ✓ Think creatively by generating alternatives and explore new opportunities.
- ✓ Structure the ideas into practical future business opportunities.

WHO SHOULD ATTEND?

- ✓ C-level executives, business owners, entrepreneurs, managers, executives, heads of departments, and marketing and sales professionals will find the Blue Ocean Strategy Simulation Workshop highly relevant and easy to understand.

SPEAKER PROFILE



Sivanesuvarry Appukuddy is a former Deputy Director at the National Institute of Public Administration, (INTAN) Malaysia and former head of the INTAN Blue Ocean Strategy Centre. She has a Bachelor of Arts degree with Honours, a Post-graduate Diploma in Education from the University of Malaya and a MBA with special focus in Blue Ocean Strategy from UCSI University. As an Administrative and Diplomatic Officer in the Malaysian Civil Service she has served in a number of ministries in the Malaysian public service since 1979.

Under INTAN, the training arm of the Public Service Department, she had been a trainer and consultant to various government sector agencies and had trained hundreds of public servants in the field of Human Resource Development, Management, and Organizational Development. Hence, she has intimate knowledge of the workings of public services and also a wide network of official contacts.

Having been trained in Blue Ocean Strategy at INSEAD France she now provides Blue Ocean Strategy training and consultancy to both private and public sector organizations and is a past working member of the National Strategic Execution Summit that oversees execution of Malaysia's National Blue Ocean Strategies. Recently, she obtained MBA with special focus in Blue Ocean Strategy at UCSI University. She has strong training and people skills and brings with her vast experience in dealing with multi-stakeholder government related projects. In 2014, she was certified by CIPD (London) as a Learning and Development professional.

FOR MORE INFORMATION

To register for this public workshop or to find out more about customizable Blue Ocean Strategy programmes, please contact:

P. Prema Devi - Mobile: 012-9793839 Email: p.premadevi@mihrm.com

REGISTRATION FORM

REGISTRATION DETAILS

Blue Ocean Strategy Public Workshop

DATE : 16 – 17 November 2016
 TIME : 9.00am – 5.00pm
 VENUE : Armada Hotel, Lot 6, Lorong Utara C, Section 52, 46200
 Petaling Jaya, Selangor.

Fee includes admission to the learning lab activities and all workshop materials and meals provided over the 2-day programme. Fee does not include any travel expenses local or international, accommodation and other incidentals.

HOW TO REGISTER?

Please complete the registration form for each delegate and send it to:-

By Email : p.premadevi@mihrm.com

Contact Person : Prema Devi (012-9793839)

TERMS AND CONDITIONS

- Payment Terms:** Following completion and return of the registration form, full payment is required before the commencement of the programme. **PLEASE NOTE:** Payment must be received by **9 November 2016**. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Ringgit Malaysia (RM).
- Confirmation of Registration:** A receipt will be issued upon receipt of full payment.
- Cancellation/Transfer:** If you are unable to attend, a substitute delegate is welcomed 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 by **9 November 2016**. No refund can be made for cancellation received after this date.
- Copyright etc:** All intellectual property rights in all materials produced or distributed by UCSI Consulting Group Sdn. Bhd. in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
- Important note:** While every reasonable effort will be made to adhere to the advertised package, MIHRM / UCSI Consulting Group Sdn. Bhd. reserves the right to change the event dates, site or location or alter the content and timing of the program or the trainers without penalty and in such situations, no refunds shall be made. In the event that MIHRM/UCSI Consulting Group Sdn. Bhd. permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence), the Client shall receive a full reimbursement of the payment made.
- Governing law:** This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysia Courts. However, only MIHRM/UCSI Consulting Group Sdn. Bhd. is entitled to waive this right and submit to the jurisdiction of the courts in where the Client's office is located.

PLEASE COMPLETE THE REGISTRATION FORM

SBL Scheme: The programme fee is HRDF claimable. Participants hold the responsibility to verify status with the PSMB HRDF prior to commencement of programme.

REGISTRATION FEE PER DELEGATE

MIHRM MEMBERS (RM 1,960.00 + 6% GST)	RM2,077.60 per person
NON-MIHRM MEMBERS (RM 2,400.00 + 6% GST)	RM2,544.00 per person

** Each Delegate must complete a separate Registration Form.

DELEGATE'S INFORMATION (Please write in capital letters)

Dr Mr Mrs Mdm Ms

Family Name: _____ First Name: _____

Designation: _____

MIHRM Membership No.: _____

Organisation: _____

GST No.: _____

Address: _____

Country: _____

Telephone: _____ Fax: _____

E-mail: _____

Secretary's name (if req.): _____

Secretary's tel. & e-mail (if req.): _____

AUTHORISATION

Name and Position:
(If different from above) _____

Signature _____ Date: _____

**This booking is invalid without signature.*

METHODS OF PAYMENT (Please tick only one box)

Please select your preferred payment mode below. Full payment is required prior to the programme.

By Cheque

Please make cheque or bank draft payable to "Malaysian Institute of Human Resource Management". Enclosed is a cheque No./bank draft _____ for RM_____

By Bank Transfer

Please email (p.premadevi@mihrm.com) or fax (+603 7955 4076) a copy of the remittance advice.

Account Name: Malaysian Institute of Human Resource Management
 CIMB Account No: 800 2324 212



Malaysian Institute of Human Resource Management (MIHRM) was established in 1976 as Malaysia's first professional body promoting the practice of Human Resource Management. As the leading and independent body for Human Resource Management in Malaysia, MIHRM has trained more than 20,000 competent HR professionals and practitioners in both the private and public sectors. The wide array of professional training courses, public programmes, consultation and support for organizations and individuals has put MIHRM at the forefront of the industry as the sole authority on Human Resource Management in the country. This is consistent with its reputation as the only professional body authorized to certify HR practitioners in Malaysia.

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UCSI Consulting Group is a certified member of the global Blue Ocean Strategy Community of Practice with presence in Australia, China, India, Indonesia, Malaysia, Middle East, Singapore and United States. We are the foremost authority on Blue Ocean Strategy in Asia Pacific specialising in the field of strategy, innovation and leadership.