

proficeo™

STEPUP™
2Success



ENTREPRENEURSHIP

INTRODUCING

STEPUP2SUCCESS™

Building a better company today is founded on the right business model, having effective strategies, good management practices, efficient use of resources and the latest on-target marketing practices. At the same time, innovation for today's business is a must if it is to grow into a better company, to compete more successfully, to build brands and to gain exceptional margins of profitability.

The primary premise of a great company is that it must create value for its customers and its other stakeholders. Business Value Innovations today are not limited to only hard innovations such as product or technology breakthroughs. Soft business value innovations that deal with business models, operating & logistic practices, marketing & design strategies and management of resources are sometimes more important than hard innovation. However, its soft and hard innovative practices, products and services must be exploitable and commercialisable in order to profit from the market that it serves.

•This is the program that helps your company identify, develop and use Business Value Innovation to create a competitive and successful venture.

•Developed as a 3-Phase intensive group coaching program incorporating our trademarked 'Implementable Forward Action Plan'™ that is created to help you better understand your business and create implementable action plans to improve your business effectiveness, innovation and business model.

•It is an action oriented program that involves your entire management team in planning for the future success of your business.

•The group coaching model also enables participants to learn from each other and benefit from the experiences and strategies of other companies at a similar stage as theirs.

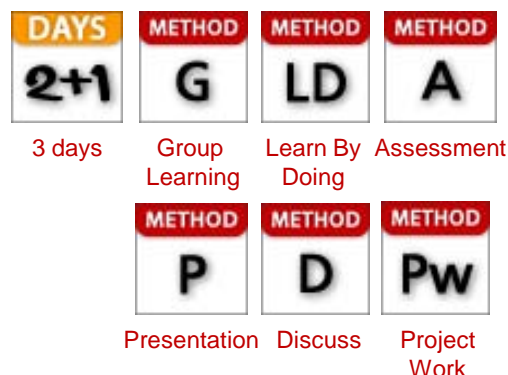
Target Companies:

- Graduates of StepUp&Pitch Program
- Companies selected by MDeC

Date: 19 & 20 August, 30 Nov 2009

Location: MDeC

Places are **LIMITED, seriously**



ENTREPRENEURSHIP

LEARNING

OUTCOMES

The learning outcomes from the STEPUP2SUCCESS™ PROGRAM are:

- Discover new ideas, methods and strategies on how to craft and implement innovative business strategies, marketing strategies and plans, sales strategies and positioning the business for success.
- Learn how to strategically evaluate appropriate aspects of your business that you need to focus on that are key to driving business growth, acquiring customers, position a brand in the market and to beat or hold off competitive pressures.
- Create an implementable outcome that can change the future potential of the business and its competitiveness in the market.



PHASE 1: PROGRAM SCHEDULE – PRE PROGRAM

3 weeks before Program commences:

Companies will be given a set of instructions, business worksheets and presentation templates for them to internally discuss and prepare themselves for Day 1. These preparatory steps are crucial and is aimed at helping the participating company nail down the critical areas of their business namely business strategies, operating approach, innovative practices and marketing, sales & brand building. All these areas will be evaluated and discussed during the face to face session with the coaches to help participating companies position their business for exponential growth.

PHASE 2: PROGRAM SCHEDULE – DAY ONE

TIME	ACTIVITY	SUMMARY
0830 – 0900	Participant Registration	-
0900 – 0915	Opening Address and Program Structure Introduction	The session is used to provide an overview of this program and its objectives
0915 – 0930 (15 mins)	Company 1 - Presentation of Business	Company to present their business case according to the instructions in the Pre-Program Preparation Kit
0930 – 1000 (30 min)	Company 1 – Soft Innovation Workshop (SIW I)	A company-focused coaching & brainstorming session that will result in a set of Implementable Forward Action Plans (IFAPs) for the company
1000 – 1030 (30 min)	Company 1 - Soft Innovation Workshop (SIW II)	Open discussion involving feedback and response from other participants on the business and the IFAPs and a final fine-tuning of the IFAPs if necessary
1030 - 1100	Morning Break	-
1100 - 1215	Company 2 Coaching	Replication of Company 1 Coaching Methods
1215 - 1315	Lunch Break (1 hour)	-
1315 - 1430	Company 3 Coaching	Replication of Company 1 Coaching Methods
1430 - 1500	Evening Break	-
1500 - 1615	Company 4 Coaching	Replication of Company 1 Coaching Methods
1615 - 1700	Summary of the Day	-

PHASE 2: PROGRAM SCHEDULE – DAY TWO

TIME	ACTIVITY	SUMMARY
0830 – 0900	Participant Registration	-
0900 - 1000	Review of Day 1 and Q&A with Companies 1 to 4	-
1000 – 1115	Company 5 Coaching	Replication of Company 1 Coaching Methods
1115 - 1145	Morning Break	-
1145 - 1300	Company 6 Coaching	Replication of Company 1 Coaching Methods
1300 - 1400	Lunch Break (1 hour)	
1400 - 1530	Review of Day 2 and Q&A with Companies 5 & 6	
1530 - 1600	Evening Break	
1600 - 1700	Summary of the 2-Days Program & Preparation for Phase 3	-

Post Day Two:

Each company will go away and implement the IFAPs that were agreed during the Group Coaching session over a 2-3 months period. These IFAPs are to be monitored and closely documented by the company's management and operational teams. Issues pertaining to the implementation and impact of the IFAPs towards their business growth, customer acquisition and sales are to be diligently recorded.

Each company will be given a reporting format for their IFAP assignment and implementation that is required to be completed. This report should be sent back to the coaches for evaluation 3 weeks before commencement of Phase 3 of Program.

PHASE 3: PROGRAM SCHEDULE – DAY THREE*

* After 3 months of activity implementation

TIME	ACTIVITY	SUMMARY
0830 - 0900	Participants Registration	-
0900 – 0930	Review of the IFAPs and Priority Areas	A revisit of the IFAPs and Priority Areas for each company
0930 - 1100	IFAP Implementation Presentations (Companies 1 & 2)	15 minutes to present their IFAP implementation, the business & market response, monitoring methods, sales results etc Coaches will provide feedback and key highlights
1100 - 1130	Morning Break	-
1130 - 1300	IFAP Implementation Presentations (Companies 3 & 4)	As above
1300 - 1400	Lunch Break	-
1400 - 1530	IFAP Implementation Presentations (Companies 5 & 6)	As above
1530 - 1600	Evening Break	-
1600 - 1700	Soft Innovation Workshop (SIW III)	A <u>group-focused</u> coaching that addresses the pertinent issues of IFAP implementation with ideas, methods and suggestions
1700 - 1730	Summary of the Program and Certificate Award	-

What do you like to achieve from this program?

Write it down!

1.

2.

3.

4.

5.

My Name:

My Role in the Company:

My Company Name:

Company Address:

Email:

Phone No:

Zip Code:

State:

Names of People Attending:

1.

2.

3.

4.

5.

I AGREE WITH PROGRAM T&C*. PLEASE SIGN ME UP NOW!

Email this page to: fahiza@mdec.com.my Fax this page to: Fahiza @ 03-8313 8017

* Terms and Conditions of the Program are Separately Attached