

Program Overview

Enterprise Leadership Summit @ Cloud

Program Overview

This is a workshop specially designed for enterprise leaders who want to be successful in building and growing their businesses, by having different perspectives and adopting the right methodologies.

It introduces the key characteristics and mindsets that an enterprise leader must have and explains its core belief of “Becoming Rich by Helping Others”. The main contents include the “QA Enterprise Energy System”. It leads you to focus on your core customers and products to excel, outlines the key factors of building a competent team to run your business, and shows you how to create a conducive environment that promotes businesses. You will also learn the secret of waiving the spiritual energy of an enterprise into the above elements. Finally, you will understand the power of branded unique strengths and how you could discover them or build your own.

Some unique values of the Enterprise Leadership Summit are:

1. The contents are fusions of eastern leadership wisdoms and western management best practices - you gain the best of both worlds.
2. The workshop is designed with experiential learning principles – you can understand complicated concepts or philosophies easily through comfortable and relax atmosphere of activities and games.
3. The participants are followed with face-to-face coaching after the workshop - assure your application of the knowledge learned.
4. Networking with other enterprise leaders - an opportunity for you to collaborate with and gain support from fellow course mates of various industries.
5. Automatic free membership to the alumni – a platform of peer support and friendship that are important to your journey of building and growing your enterprise.
6. Life-long refresher sessions - you get regular updates and refreshers to reinforce the learning and applications of the teaching. This is free of further program fee. You only need to pay a nominal amount for the meals, refreshments and administrative expenses.

Course Objectives

- To introduce the characteristics of an enterprise leader
- To explain the core belief of “Becoming Rich by Helping Others”
- To elaborate the “QA Enterprise Energy System”

Learning Outcomes

After attending the program, the participants are expected to:

- Form the belief that changing mindset and taking the right actions are critical to success
- Explain the five characteristics of an enterprise leader
- Formulate their business purpose that guides the growth direction
- Identify their core products & services that match the selected market segment
- Develop an effective team to drive their business purpose
- Maximize business potential with appropriate use of silent energy
- Waive passion into all business elements to enhance its attractiveness
- Identify unique strength to build a brand

Program Agenda

S/N	Timing	Topic	Descriptions
1	9:00am – 10:30am 13 Mar 21 (Week 1)	Quantum Business Model	<p>Learners are explained the 5 key characteristics of a competent enterprise leaders of Quantum business model.</p> <ul style="list-style-type: none"> • Passion of running the business • Belief that one can be enriched by helping others • Mindsets of gratitude and devotion • Action with Quantum business model • Sharing the business successes <p>Learners also are introduced the Quantum Business model consisting of the Business Purpose in the center and surrounded by the following Enterprise Energy:</p> <ul style="list-style-type: none"> • Enterprise energy of matching product/services to target customers • Enterprise energy of building a competent team • Enterprise energy of attracting target customer • Enterprise energy of embracing spirituality in business operations • Enterprise energy of branding with unique advantage
2	10:00am - 12:00pm 13 Mar 21 (Week 1)	QA Enterprise Energy System Business Purpose	<p>Learners are guided to see business operations from a different perspective of doing it with a purpose of solving customer's problems and fulfilling their expectation as a mission, not just providing product and services.</p> <p>Learners are facilitated through a self-reflection process to identify their business purpose.</p>
3	9:00am – 12:00pm 20 Mar 21 (Week 2)	Enterprise energy of matching product/services to target customers	<p>Learners are guided to see that business development involves identifying their core product/services and their target customer group and understand the importance of finding the match between them.</p> <p>Learners are introduced the 9-blocker analysis tool to identify their star products/services and their key customers whom they should focus on.</p>

S/N	Timing	Topic	Descriptions
4	9:00am – 12:00pm 27 Mar 21 (Week 3)	Enterprise energy of building a competent team	<p>Learners are introduced with the ancient concept from Yi-Ching that “There is no need to manage everyone when each is competence”. The enterprise leader’s role should be to help each team member to have:</p> <ul style="list-style-type: none"> • Capability to perform • Willingness to perform • Professional ethics to perform <p>An evaluation matrix of the above elements is demonstrated as a tool for team evaluation and development.</p> <p>Learners are taught the Joe’s Operations wheel where the sales function that interface with customer is always centered by the other supporting functions.</p> <p>The QA’s belief that one can be enriched by helping others, is expanded from helping customer to also helping the team members and other enterprise leaders.</p>
5	9:00am – 12:00pm 03 Apr 21 (Week 4)	Enterprise energy of attracting target customer	<p>Learners are introduced the law of attraction that all non-living matters process some forms of energy that could attract or expel people from it.</p> <p>Learners are taught the following aspects of such energy:</p> <ul style="list-style-type: none"> • Considerations in choosing business premises • Considerations in designing internal layout of business premises • Considerations in projecting good business images at customer contact points
6	9:00am – 12:00pm 10 Apr 21 (Week 5)	Enterprise energy of embracing spirituality in business operations	<p>Learners are facilitated to understand that a business organization must have a soul, in addition to its operations system. Sustainable business operations are only driven by the spiritual strength of the enterprise, which comes from the enterprise leader.</p> <p>Learners are guided to explore the following:</p> <ul style="list-style-type: none"> • What really is spiritual? • Where does the soul of enterprise come from? • Why is spiritualizing company’s culture and belief important? • How to apply spirituality in enterprise operations? <p>Learners are guided to reflect upon their own enterprise’s spiritualization.</p>
7	9:00am – 12:00pm 17 Apr 21 (Week 6)	Enterprise energy of branding with unique advantage	<p>Learners are given illustration with examples the business impact of the branding effects. Learners are then acquainted with the understanding that the branding of an enterprise must be supported by strong and positive enterprise energy and the overall enterprise energy level is determined by the enterprise energy of the lowest level.</p>

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			<p>Learners are guided to evaluate the enterprise level of their own enterprises and identify the areas that need most and immediate attention for improvement.</p> <p>Learners are led to realized that branding alone without differentiation in the market is insufficient to the competitive and understand the three important criteria to position itself uniquely and advantageously.</p>
8	9:00am – 12:00pm 24 Apr 21 (Week 7)	Business Digitization and its impacts on Enterprise Energy System	<p>Learners are acquainted with the following concepts:</p> <ul style="list-style-type: none"> • Backdrop and context of Go Digital • Definitions of digitization, digitalization, digital transformation • Impacts of going digital to Business Purpose • Impacts of going digital to Enterprise Energy of matching product/services to target customers • Impacts of going digital to Enterprise Energy of building a competent team • Impacts of going digital to Enterprise Energy of attracting target customer • Impacts of going digital to Enterprise Energy of embracing spirituality in business operations • Impacts of going digital to Enterprise Energy of branding with unique advantage

Certification

A certificate of achievement would be issued to all attendees who complete at least 75% of the programme.

Target Audience

Small & Medium Enterprise (SME) owners and their senior leaders

Course Administrative Information

- Duration: Every Saturday for 7 weeks
- Course fee: S\$400 per pax
- Venue: Over Zoom video conference platform

Mode of payments

- All payments by cheque shall be made payable to: “Quantum Academy Pte Ltd”
- For inter-banking/telegraphic transfer, please transfer to: Bank: Oversea-Chinese Banking Corporation Bank A/C No.: 662 854488 001, Branch code: 662 Swift Code: OCBCSGSG Bank address: 65 Chulia Street #01-00 OCBC Centre Singapore 049513. Please indicate identifiable remark in the transaction for easy reference.
- For Payment transfer via PayNow, transfer to UEN: 200814520H All bank administrative & transaction charges will be fully borne by remitting party