

## **Program Overview**

### **Evolution of Enterprise**

#### **Overview**

This is an elementary workshop specially designed for enterprise leaders who want to be successful in building and growing their businesses, by understanding the various stages of enterprise evolution and the respective strategies.

The focus is to uncover the secret of growing or not growing of an enterprise. The purpose is to show the path of enterprise development, help enterprise to accelerate its development, expand the scope of business, achieve its vision, and have a long-lasting foundation.

This course explores some common phenomena in enterprise development:

- Why do companies die off soon after its start-up?
- Why doesn't the surviving enterprise grow?
- Why is it difficult for a grown-up company to expand?
- Why does the expanded enterprise not last long?
- What is the reason of the sudden decline of a company?
- What type of business is your enterprise: Epiphany, Firework, Potted Plant, or Pine Forest.?
- What stage of enterprise evolution is your enterprise at: Incubation stage, Initial stage, Survival stage, Growth stage, Expansion stage, Peak period, and the Long Lasting stage or the Confused stage.
- The importance of spiritualization of an enterprise.

The course will guide learners to master the growth strategies at different stages of their company development and help them avoid making mistakes along their growth path.

#### **Course Objectives**

- To introduce the 7 stages of enterprise evolution
- To explain the characteristics of each stage of enterprise evolution
- To discuss reasons of enterprise's failure to develop to the next stage
- To recommend the viable strategies for each stage of the enterprise evolution
- To explain the importance having spiritual energy for an enterprise

#### **Learning Outcomes**

After attending the program, the participants are expected to:

- List the stages of enterprise evolution
- Describe the characteristics of each stage of the enterprise evolution
- Evaluate which stage of enterprise evolution their enterprise is at
- Formulate the next viable strategies for their enterprise development
- Enhance the spiritualization of their enterprise operations

## Program Agenda

	Timing	Agenda
Day 1	9:00am – 1:00pm	<ul style="list-style-type: none"> <li>• Four forms of enterprise developments</li> <li>• Evolution Process of Enterprise</li> <li>• Theory of Enterprise Evolution</li> <li>• Incubation Stage</li> <li>• Initial Stage</li> <li>• Survival Stage</li> <li>• Summary of Day 1 Contents</li> </ul>
Day 2	9:00am -1:00pm	<ul style="list-style-type: none"> <li>• Review of last session contents</li> <li>• Growth stage</li> <li>• Expansion stage</li> <li>• Peak Period</li> <li>• Long Lasting stage</li> <li>• Reasons of Enterprise not growing</li> <li>• Spiritualization of enterprise operations</li> </ul>

### Certification

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

### Target Audience

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

### Course Administrative Information

- Duration: Two half-days, 9am – 1pm on consecutive Saturday
- Course fee: S\$200 (or MR600) 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 via PayNow, transfer to UEN: 200814520H
- All bank administrative & transaction charges will be fully borne by remitting party