

SMU ACADEMY



TALENT PLUS

A Lead-Charge Initiative



ABOUT CLIMB

CLIMB is a 5-module training program that allows SMEs to escalate and CLIMB to the pinnacle of the next growth phase. Transforming business starts with leadership self-awareness, an understanding of what they do best and their potential to lead. With this knowledge, the program provides practical skill and knowledge enhancing their capabilities to build structure/team, create brand rituals and experiences, re-invent business model to disrupt the industries and equipped with financial knowledge to monetize the business. However, Business will not be able to transform without implementation, CLIMB includes a separate module which allow SMEs owners to work alongside with industry experts to be their coach to bring about impactful changes.



| SMU Academy

Talent+[®]

ABOUT THE MODULES

1. CONSTRUCT

Using proven Talent Plus® science and methodology as the foundation, this module offers a fresh approach to help leaders understand their core areas of giftedness. This module addresses the core issues related to talent management through talent profiling, nurturing and engagement to ensure team performance. Competencies can be taught; talent is innate, leader will gain strategies to gauge untapped potential of self and team using the strength-development approach.

2. LEAD

Leadership is not just a title or a designation; a leader is one who design the way, paths the way and leads the way for people and organisations. Lead module will make you understand practical leadership skills and not textbook approach. The module is based on real SME experiences. The 6 dimensions of leadership will help you to develop your full potential and accelerate your positive business outcomes.

3. INNOVATE

This module focuses on helping you to identify your business model, create disruptive strategy and innovative approach to drive growth. Through case studies and self-evaluation, you will learn how to develop the right products that meet the customer's expectation and market fit. The outcome of this module will help you to evaluate your products using market-relevant scales, and innovate with disruptive strategies on products based on informed decision-making.

4. MONETISE

This module focuses on identifying the right financial strategies and implementing them; changing the practice of accounting management to financial management. Through case studies and exercises, you will learn how to read the financial statements, interpret financial ratios to diagnose the health of the company, techniques to evaluate returns on investments, and how to optimise returns through leveraging capital.

5. BRAND

Anyone can talk about their brand, but few truly understand what their brand means to their customer. The key is - does your customer have any feeling towards your brand? Once you know what your emotional brand is, then use it to build meaningful brand rituals for your organisation and your customers. Learn how a simple brand ritual can go a long way in today's intense social media world. This module is practical and thought-provoking - so come ready to share and what you will uncover about your brand will be priceless.

6. IMPLEMENT

This module focuses on helping SME leaders implement change within their organisations on one of the areas they have learned from CLIMB under the mentorship of an industry expert/practitioner. Comprising a total of 16 hours, this 3-month programme will be divided into 8 blocks of 2-hour session each, through which SME leaders/ project managers will receive coaching or consultation either via call or in person from the industry mentor assigned to the individuals.

COURSE DETAILS

Owing to the interdependence of subject matter, certain modules are offered together as a single course.

| Course | Duration | Course Date |
|------------------|--------------------------------|------------------------------------|
| Lead + Construct | 2 days | 20-21 Feb, 27-28 Mar, 8-9 May 2019 |
| Innovate + Brand | 2 days | 9-10 Apr, 29-30 May 2019 |
| Monetise | 1 day | 14 Mar, 24 May 2019 |
| Implement | 16 hours over a 3-month period | - |

- Requires a minimum of 3 signups per SME/ company.
- Comprises 8 sessions of 2 hours each.
- An assigned coach/ CLIMB consultant will meet with SME owners for an initial 2-hour session to identify objectives, timeline, milestones for the next 3 months.
- The remaining 7 sessions (14 hours) will be used for coaching either via call or face-to-face meeting.
- Consultants will touch base with SME owners/ project managers twice a month over the 3-month period.

FUNDING & FEES

All fees quoted are inclusive of GST.

| | | 1 day | 2 days/ 16 hours |
|---|---|-----------------|------------------|
| Full Fee | | S\$1,070 | S\$2,140 |
| For Singapore Citizens/ Singapore Permanent Residents | Fee payable to SMU after 70% SSG funding | S\$321 | S\$642 |
| For Singapore Citizens aged 40 & above | Fee payable to SMU after 70% SSG funding & 20% SkillsFuture Mid-Career Enhanced Subsidy | S\$121 | S\$242 |
| For Singapore Citizens aged 35 & above (13 years & above for persons with disabilities) earning a monthly income of not more than S\$2,000 | Fee payable to SMU after 70% SSG funding & 25% Workfare Training Support Scheme | S\$71 | S\$142 |
| For SMEs sponsoring their employees who are Singapore Citizens/ Singapore Permanent Residents | Fee payable to SMU after 70% SSG funding & 20% Enhanced Training Support for SMEs | S\$121 | S\$242 |

ASSESSMENT

An assessment will be conducted at the end of each module.

CERTIFICATION

Upon successful completion of the course, every participant will receive a Certificate of Participation issued by Singapore Management University.

REGISTRATION

To register for the course, please visit <https://academy.smu.edu.sg/climb-programme>

ENQUIRIES

For enquiries, please contact Ms Geraldine Woo at gwoo@talentplus.com or Mr Cary Chan at carychan@smu.edu.sg.

ABOUT THE TRAINERS

Construct & Lead Modules



Deon Senturk

Founder & Chief Executive Officer of CLIMB powered by TalentPlus®
Director, Asia Pacific - TalentPlus®

Deon is the trusted advisor for top leaders in the area of human capital selection and development, strategic talent management planning and organization behaviour. Deon started dreaming about CLIMB in 2017 visioning how The Science of Talent® could help SMEs' businesses transform and grow. Talents matters when leading and transforming a business. Forming partnership with industry experts, CLIMB is aimed to help SMEs' owners who are motivated to grow and take their businesses to new heights.



Steve Wang

Managing Director of Asia Pacific - TalentPlus®

Steve is a trusted advisor to C-suite client partners of TalentPlus in the creation and positioning of leadership development programmes to optimise the impact of talent-based selection and strengths-based management in TalentPlus' AsiaPacific office. As an in-depth consultant, Steve works closely with global client partners through coaching of leadership excellence and researching talent. He focuses on team alignment approaches and succession planning strategies, organisation's service strategy and culture.



Christophe Megel

Co-Founderr of CLIMB powered by TalentPlus®
Founder & Director - A-munition

Christophe aims at focusing on strategic partnership for Food & Beverage management and providing business intelligences to F&B operators or chefs. In 2010, Megel received the International Management Action Award from the charter management institute (CMI), an award given to outstanding individuals with effective managerial skills, servicing as models for others to emulate and help drive organisation and the economy to scale new heights.

Innovate & Brand Modules



Alex Ng

Managing Director – Spaze Ventures

As Managing Director, Alex leads the investment at Spaze Ventures to help entrepreneurs launch and grow their startup. He has thus far invested in more than 10 startups, helped them to expand overseas and raise the next round of funding. Alex has about a decade of experience from both the public and private sectors, where he helps companies grow.



Nick Goh

Chief Executive Officer – YP Consulting Singapore

Nick brings with him over 22 years of branding, advertising, marketing experience having worked with major international agencies and notable brands worldwide. He has also been a judge for prestigious media award shows and been conducting digital related programmes for industrial practitioners working in major creative agencies and brands with the Association of Accredited Advertising Agents in Singapore.

Monetise Module



Tan Lee Thong

Regional Financials Lead, ASEAN & North Asia – Workday

Lee Thong has over 25 years of Finance leadership experience across listed and privately owned MNCs in various industries. Prior to joining Managed Financial, he led a global Finance team of 40, running a full spectrum of Finance functions and accomplishing major projects including syndicated fund raising, automating financial reporting, and implementing an ERP across Asia Pacific. With a passion in coaching and training, Lee Thong is also an ICF certified coach who finds great satisfaction in helping people to develop their fullest potential through personal self-awareness and performance improvement.