

## 「藍海」戰略思維

## Strategic Thinking

DATE : 17 May, 2012 CODE : B-STM INSTRUCTOR : Dr. Michael Kwong  
 DURATION : 1 Day FEE : HK\$3,280 EARLY BIRD : HK\$2,980

In a world where competition is getting tougher every day, corporation needs to think of the best ways to use their resources effectively. The world renowned Japanese Strategist Ohmae Kenichi recently said that the old model of strategic management no longer fits the modern way of how the business world operates and we need a complete new model to cope with future business environment. This workshop applies the blue ocean principle and tries to introduce a new way in formulating strategies.

### Objectives

By the end of the course, the participants will:

- Have a clear understanding of how Blue Ocean strategy for mulation is critical to the success of a corporation
- Appreciate the Blue Ocean strategic thinking models in handling modern business issues
- Learn how these models can be used to work out effective strategies
- Be able to apply these tool sets to daily business operations

### Methodology

Lecture, role-play, exercises, case studies and discussions

## COURSE OUTLINE

### 1. The 21st century paradigm shift

- Problems of “Over-competition” and “Over-efficient”
- Managing the future trends
- The Blue Ocean Principle of Strategy Deployment

### 2. Ohmae Kenichi's Strategic Thinking Model

- Strategic Analytics: The rational approach
- The Reverse Thinking Process
- Radical change in strategies

### 3. Enhancing the “Innovative Factor” in Blue Ocean Strategic Thinking

- Working on 3Bs: “Bold Perception, Bold Decision, Bold Action”
- Use of Innovative Tools to seek new perception
- Twisting things around to gain new insight

### 4. Selection of Strategies

- Establishing the Blue Ocean Strategy Map
- Maximizing resources and outcome
- Linking strategy to office dynamics

### 5. Implementation of Blue Ocean Tactics

- Use of Tactical Formulation Tools
- Monitoring and Adjusting
- Perpetuating learning culture in strategic thinking

## ***Dr. Michael Kwong***

*DBA, MBA, FIIM, MImgt, MCIM, MHKIM, CPM (HK), Dip.M, C.Mgr, B.A. (Hon)*

Dr. Michael Kwong has worked in various leading media corporations with over ten years' successful experience in the sales and marketing field. He has served in the past as one of the founding council members of the International Institute of Management (IIM), Executive committee member of the Chartered Institute of Marketing (CIM) (HK Branch), and Training Director of Hong Kong Institute of Marketing (HKIM).

He is frequently invited to give talks on marketing management, market research, CRM (Customer Relationship Management) and other related topics by business and non-profit making organizations including Hong Kong Institute of Marketing, Hong Kong Council for Social Services, Hong Kong General Chamber of Commerce etc.

Dr Michael Kwong holds degree from the University of Nottingham (UK) and Newport University (USA). Michael is also a Certified Grade 2 Chinese National Trainer and a Certified Instructor for the Chinese National Trainer Training Programme.

# COURSE ARRANGEMENTS

Course Date	Course Title	Course Code	Duration (Days)	Fees (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline
<b>APRIL 2012</b>						
Apr 13, 2012	Event Management	EVM	1	HK\$3,280	HK\$2,980	16 Mar, 2012
Apr 16, 2012	Professional Telephone Skills Workshop	NEW PTSW	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 19, 2012	Performance Management Workshop	PFM	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 19, 2012	Delivering Creative, Influential and Effective Presentations	CIEP	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 20, 2012	Interviewing Skills Workshop	ISW	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 20, 2012	Corporate Image & Business Etiquettes	CI	1	HK\$3,280	HK\$2,980	23 Mar, 2012
Apr 24, 2012	Leadership Skills Workshop	LSW	1	HK\$3,280	HK\$2,980	30 Mar, 2012
Apr 25, 2012	Problem Solving and Decision Making	PSDM	1	HK\$3,280	HK\$2,980	30 Mar, 2012
Apr 26, 2012	Win Win Negotiation	WIN	1	HK\$3,280	HK\$2,980	30 Mar, 2012
Apr 27, 2012	Effective Communication & Interpersonal Skills	ECIS	1	HK\$3,280	HK\$2,980	30 Mar, 2012
<b>MAY 2012</b>						
May 16, 2012	Motivating Generation Y Staff	GY-M	1	HK\$3,280	HK\$2,980	20 Apr, 2012
May 17, 2012	Blue Ocean Strategic Thinking	B-STM	1	HK\$3,280	HK\$2,980	20 Apr, 2012
<b>May 15-17 Developing High Performance Teams Series (for team leaders)</b>						
May 15, 2012	People Skills For Team Leaders	NEW PSTL	1	HK\$3,280	HK\$2,960	20 Apr, 2012
May 16, 2012	Letting Go - Delegating Effectively	NEW LGDE	1	HK\$3,280	HK\$2,960	20 Apr, 2012
May 17, 2012	Using Feedback to Guide, Develop and Motivate Your Team	NEW UF	1	HK\$3,280	HK\$2,960	20 Apr, 2012
<b>May 18 Organisational Leadership (for executives)</b>						
May 18, 2012	The Emotionally Intelligent Leader	NEW EIL	1	HK\$1,980	HK\$1,780	20 Apr, 2012
May 21, 2012	Persuasive Business Writing 2012	BW 2012	1	HK\$3,280	HK\$2,980	27 Apr, 2012
May 22, 2012	Handling Difficult People	HDP	1	HK\$3,280	HK\$2,980	27 Apr, 2012
May 24, 2012	Crisis Management	CM	1	HK\$3,280	HK\$2,980	27 Apr, 2012
<b>May 22 - 25 Information Technology Series</b>						
May 22, 2012	Business Consulting Skills for IT Professionals	BCS	1	HK\$3,480	HK\$3,180	27 Apr, 2012
May 23, 2012	Managing Complex & Large Scale Projects	MCLP	1	HK\$3,480	HK\$3,180	27 Apr, 2012
May 24-25, 2012	The System Requirements Journey	SRJ	2	HK\$6,180	HK\$5,680	27 Apr, 2012
May 28, 2012	Assertiveness Skills Workshop	ASW	1	HK\$3,280	HK\$2,980	4 May, 2012
May 29, 2012	Professional Retail Selling	NEW PRS	1	HK\$3,280	HK\$3,980	4 May, 2012
May 30, 2012	Achieving Services Excellence Workshop	NEW ASE	1	HK\$3,280	HK\$2,980	4 May, 2012

**TIME:** 9:00 am - 5:00 pm daily  
**VENUE:** Regal Hong Kong Hotel, Causeway Bay, HK.

**PAYMENT AND CONFIRMATION:**

- Seminar fees cover full set of course materials, lunches and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

**CANCELLATION AND SUBSTITUTION POLICY:**

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

**ATTENDANCE CERTIFICATE:**

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

**THE ON-SITE OPTION:**

If there are 10 or more people in your organization interested in taking any of these CEL courses, why not consider the On-Site option? We can readily tailor courses to your specific needs, send an expert instructor to your workplace, and help cut costs. For more information about this service, please contact Miss Mak at CEL at Hong Kong telephone number 2838 1182.

**CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:**

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

**Company Name:** \_\_\_\_\_

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 \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Contact Person: (Mr/Ms)** \_\_\_\_\_ Job Title: \_\_\_\_\_ Tel No: \_\_\_\_\_ Fax No: \_\_\_\_\_

**Authorized Person: (Mr/Ms)** \_\_\_\_\_ Job Title: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Cheque enclosed for HK\$

**Please note seminar fees are payable in advance**

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



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 Call Miss Mak at:  
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