

# CORPORATE WARGAMES

## DEVELOPING TOUGH LEADERS FOR TOUGH TIMES THE SUN TZU WAY

### Introduction

Although Sun Tzu's Art of War was written some 2,500 years ago, it has not only exerted tremendous influence on modern military thinking globally, but can also be modified and applied effectively to the business world today, especially so for 2009 where the world has never seen global economic crisis to such an extent.

Business leaders must change the way they lead and they must lead as if they are Generals in the army. As it is the responsibility of Generals to protect their country from foreign invasion and at the same time, to protect the well-being of the citizens, business leaders must rise up to the occasion to protect their business from competitors and to ensure that their companies survive whatever economic onslaught thus providing job security for their employees. This high calling requires leaders to strategise, plan and execute to perfection. There is no room for error in today's business.

Our 1 or 2 days Corporate Wargame aims to achieve 2 main objectives:-

1. *To create a stronger, cohesive and committed team;*
2. *To learn and enhance leadership and managerial skills through the application of principles found in Sun Tzu's Art of War*

For more information, kindly visit  
[www.corporatesoldiers.biz](http://www.corporatesoldiers.biz) and  
[www.centreforcustomercare.com](http://www.centreforcustomercare.com)



**Business is WAR and leaders must lead like military Generals, and employees must fight like soldiers**



### **Centre for Customer Care (CCC) Malaysia**

(A one-stop centre dedicated to the achievement of customer service excellence)  
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Master Consultant for:



Day One: 8.00am – 5.30pm

8.00am – 12.30am

# Laser Tag War Game

The fight begins...



🕒 Lunch (12.00pm – 2.00pm)

2.00pm – 3.30pm

- GROUP DISCUSSION & DEBRIEFING
- TOP 3 LESSONS BY TEAMS

Note: This is where we will create learning and awareness from Corporate Wargames and connect with Company business issues, core values, etc

🕒 Teabreak (3.30pm – 3.45pm)

🕒 Tea break (3.00pm – 3.30pm)

3.45pm – 5.30pm

## EFFECTIVE LEADERSHIP – THE **SUN TZU WAY**

1. The importance and role of Leader (General)
2. Leaders qualities that predicts the success or failure of business (War)
  - **Wisdom**
  - **Sincerity**
  - **Benevolence**
  - **Courage**
  - **Strictness**
  - **Composure**
3. 5 Dangerous Attributes of the Leader (General) that endanger the business (Army/War)
4. 6 Major Calamities of the Workforce (Troops) that the Leader (General) must manage



**Wrap Up & Bye-Bye**

CHANGE OF BE CHANGED ...DARE TO BE DIFFERENT

## ***DR. ALLEN TEH***

***Dr. Allen Teh is the founder and Chief Executive Officer For the Centre for Customer Care (CCC) Malaysia. He has conducted extensive worldwide research on customer service as well as on customer behaviour related to business. His latest research was on Emotional Intelligence (EQ) and how that impacts business profitability through employees' work performance.***

***Dr. Allen Teh has more than 28 years of work experience in service operations as well as Human Resource Management, Management Consultancy and Training. He is an experienced Customer Service Consultant. Human Resource Consultant. Human Resource Professional as well as Executive Search Consultant. He has held senior managerial positions in diverse industries namely food and beverage, entertainment, manufacturing, property development and construction. insurance. oil-palm plantations and biotechnology. Dr. Allen Teh was also the Managing Consultant with Pricewaterhouse for a period of time.***

***As a trainer and consultant, Dr. Allen Teh has trained for banks, governmental bodies, healthcare organisations, insurance companies, security firms, travel and tour agencies, vacation clubs, direct selling, property development, fast-food restaurants as well as call centres.***

***Driven by an intense passion in customer service excellence and being a firm believer that customer service makes all the difference in business, Dr. Allen Teh is actively promoting and propagating this passion for customer service excellence in Malaysia and regionally. He welcomes everyone and anyone to join his crusade.***

***Dr. Allen Teh holds a Doctorate Degree in Business Administration from Southern Cross University, Australia and MBA from the University of Dubuque. Iowa. USA***

