

2021

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WORKSHOP BROCHURE

Corporate Packages:

- A. *Design Innovate & Grow [DIG for Gold] series*
- B. *Save Money Cut Cost series [SMCC]*
- C. *Leadership and People Management [LPM] Series*

Everest  **innovation**



Contents

Everest's Vision / Mission	3
Everest's Publications.....	3
Success Stories & Straits Times Headlines.....	3
Everest's Workshop Series.....	4
(A) Design Innovate & Grow [DIG] Series.....	4
(B) Save Money Cut Cost Series.....	5
(C) Leadership & People Management Series.....	6
Frequently Asked Questions about our Workshop Series	7
<i>Design Thinking: For Business Growth</i>	8
<i>Innovation: Turning Ideas into Gold (Essential)</i>	9
Personal Effectiveness	10
People Development.....	11
People Change Management	12
People and Performance Management	13
Vision Leadership	14
Effective Negotiation Skills.....	15
Sales & Value Creation	16
Creating Business Plan with Impact	17
Turning Presentation into an ENCORE!	18
Fundamentals of the Personal Data Protection Act (PDPA).....	19
Problem Solving and Decision Making	20
Lean Management in Service Industry	21
Project Management – Scope.....	22
Project Management – Time	22
Course Fee and Absentee Payroll Funding for Employers.....	23
Course Fee Funding for Self Sponsored	24
Pricelist	25

Everest's Vision / Mission

As an SSG Approved Training Organisation (ATO), we have workshops that serve the needs of and value-add to all three market segments.

For the individuals, our mission is **to inspire dreams and to invoke innovative achievements.**

For **corporations (SME and non-SME)**, we want to help equip your management & staff with the tools, templates and techniques

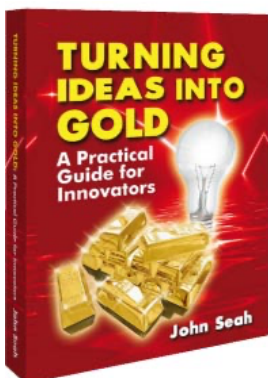
- **to innovate, to create value**
- **to grow money and**
- **to save money**

Formed in 2003, Everest has delivered workshops to hundreds of thousands of participants in 25 cities across 12 countries.

Everest's Publications

Through the years of working with numerous MNCs in we had accumulated templates, tools and techniques which we published in these two books

1) Turning Ideas into Gold



This book is about how we used innovation to help Hewlett Packard South East Asia Product Support Center (PSC) save \$millions and grow \$millions during the 1997 Asian Economic Crisis, saving 72 families from eminent retrenchment. The spectacular result is that the PSC ended the year so highly profitable that their headcount increased and several employees were

promoted in the middle of the economic crisis,

proving that, **through innovation, we can overcome any crisis.**

Many of our participants also graced the headlines of

- Straits Times,
- Business Times,
- Channels News Asia
- Lianhe Zaobao
- Berita Harian
- Shin Min Daily

with their innovation projects as a result of their training with us.

2) Turning Ideas into Profit (Sales & Value Creation Workshop)

It consists of 12 chapters from various consultants and their success stories, like Value Creation and Design Thinking.

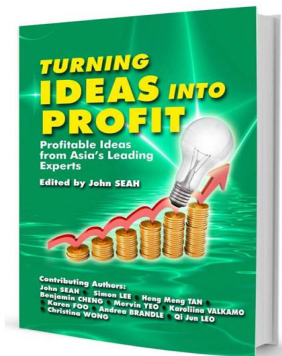
Success Stories & Straits Times Headlines

Everest Innovation is results-focused. We have helped numerous customers achieved their corporate objectives.

These innovation projects were well covered by the Straits Times. We have helped them save \$millions in expenses and grown \$millions in revenue through our training and consultancy.

Our innovation success stories include:

A) Singapore Prison Services: invented the 1st Call Center in the world, behind prison bars to reintegrate the inmates into the society prior to their release.



B) CPF Workfare: the “Banana Sisters” by the Workfare team to carry the CPF Workfare Income Supplement Scheme to the public via 7th month Ge Tai platform.

C) CPF: new Air-con Technology Patent invented by a team of CPF technicians during the Turning Ideas into Gold workshop

D) Singapore Land Authority: Revamp of Rochor Canal, this innovative idea is propagated to numerous canals across Singapore:
 - turning Singapore’s dirty smelly canals of the past, which was a waste of space into:
 - beautiful landscape features where couples can hold hands and children can play.

E) Jurong Town Corporation: “Look what’s coming to a highway near you.” This project intensifies Singapore’s industrial land.

F) Invention of CapitaLand’s Wind Scoop (the red petal structure you can see on top of Capital Green Tower), to capture wind, cooling down the building to save electricity.

Everest’s Workshop Series

For many business requirements & individual learning needs, a standalone 2-day workshop is insufficient to cover all the necessary skills and knowledge needed to transform your organization. Everest has collated these workshops into our 3 Corporate Workshop Series:

(A) Design Innovate & Grow [DIG] Series

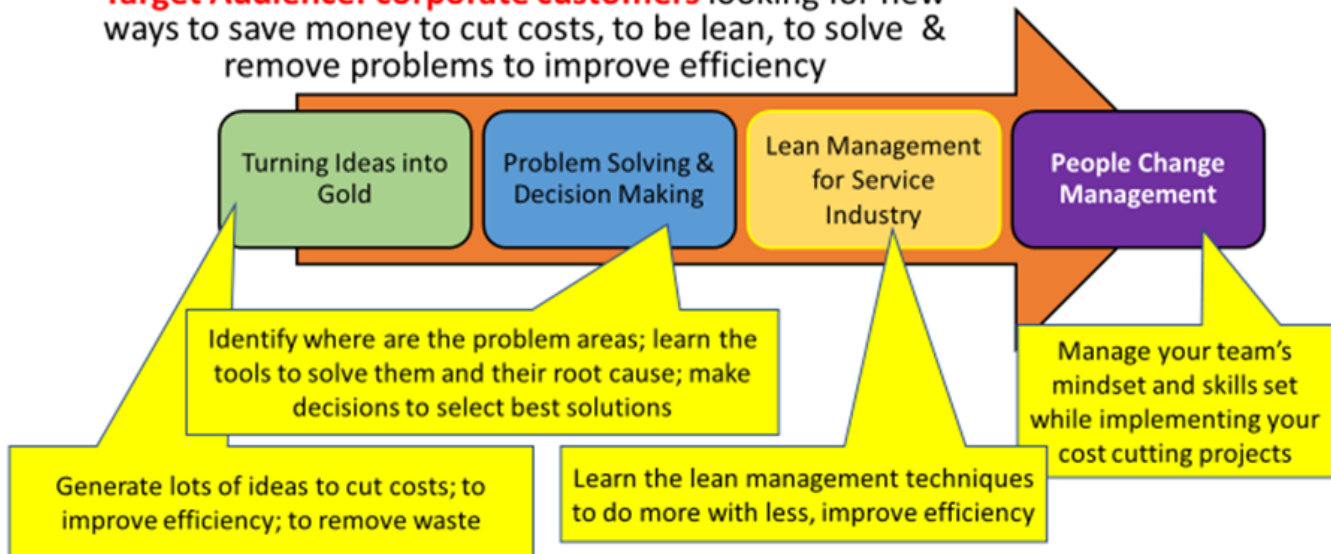
This series of workshops is designed to help you and your team to “DIG for GOLD”. We begin with Design Thinking [DT] because most of us had design our services, and our processes from the business perspectives, which is traditional and natural. And that had serviced our traditional market consumers well over the past few years.

(A) Design Innovate & Grow [DIG]



(B) Save Money Cut Cost [SMCC]

Target Audience: corporate customers looking for new ways to save money to cut costs, to be lean, to solve & remove problems to improve efficiency



1. [DTFBG] will help your company to open new categories of target customers (called Personas) then innovate around your newly identified Personas, creating new Services, Processes, Activities to meet your Personas' needs.
2. From the DT's personas, [SVC] helps plot your customer's value chain to uncover their MUMIN, (Most Urgent, Most Important Needs), quantify the \$ value of their needs. On Day 2, your pax learn how to sell the value of your products / services to your new customers.
3. In [ENS], the pax learn how to prepare, to generate lots of win-win options to use them in your negotiation with your clients
4. In CBPI, the pax learn how to integrate all the above learnings into a cohesive business plan to propel your business ahead.
5. In TPIE, the pax learn how to present your products / services as solutions professionally to your clients
6. If you are in the B2C business, it is important that you understand and implement PDPA processes in your company to be on the right side of the law.

(B) Save Money Cut Cost Series

Consider all problems as waste. Problems contribute to inefficiency and ineffectiveness. They waste time, waste money and waste resources.

1. [TIIG] The pax learn to frame your problem or opportunity statements, then they brainstorm as many possible solutions as possible.
2. [PSDM] Learning to solve problems effectively is key to saving money and cutting costs

3. [LMSI] Applying Lean Management methodology is about how to do more with less, to trim fat (waste)
4. [PCM] Implementing cost reduction projects involve both people’s mindset as well as skillsets to minimize their “resistance to change” mindset.

2. [PE] Personal effectiveness is about self-mastery.

3. [PD] People development is about how they can coach and develop their own team for success.

(C) Leadership & People Management Series

As a business owner or a senior manager, you may have too many things on your plate, too many projects, too many fires to fight, too little time to execute them all. It’s time to develop some of your staff to be team leaders or managers.

4. [PCM] is about managing skills set and mind sets of implementing change.

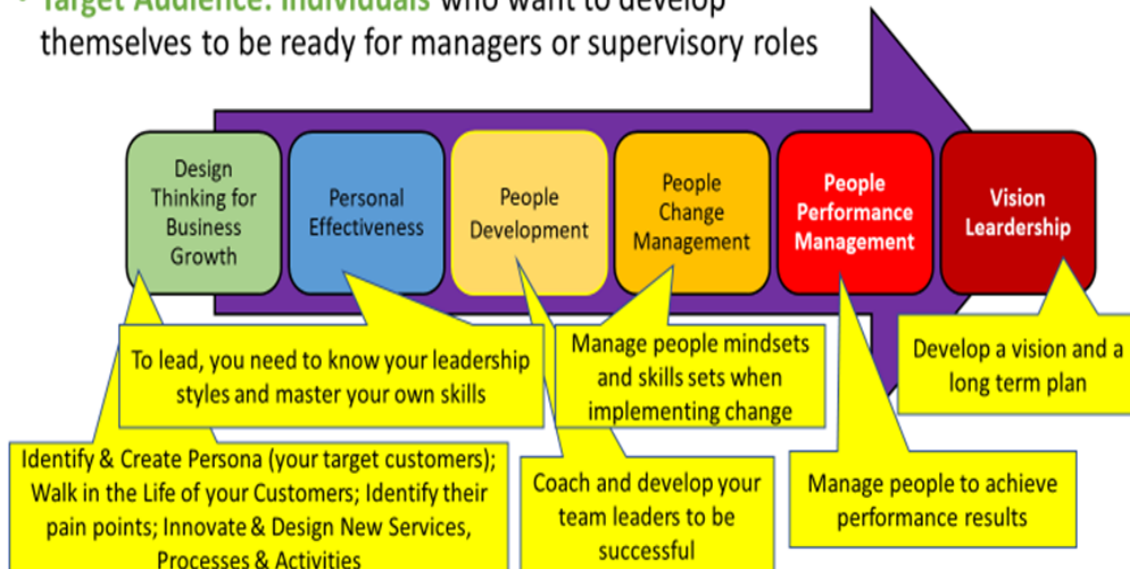
5. [PPM] is about rallying the team to achieve business results.

6. Finally, [VL] is about long-term strategic planning and alignment to the short term operational plans.

1.[DTFBG] Design Thinking helps the pax to understand and uncover their customers’ unmet needs to rally the teams to meet the customer’s needs or to create new services/ products /processes to meet their needs better.

(C) Leadership & People Management [LPM]

- **Target Audience: corporate customers** who want to develop their talents to take on more challenging roles
- **Target Audience: Individuals** who want to develop themselves to be ready for managers or supervisory roles



Frequently Asked Questions about our Workshop Series

A) For Organisations

Organisations with the objectives of

- Growing Money or
- Saving Money or
- Developing staff to be Leaders & Managers

Are encouraged to attend as private classes of

- 6 to 20 pax (if online Zoom class)
- 12 to 20 pax (if physical class)

so that the pax can form teams to work on workplace related projects or solve workplace related problems.

B) For Individuals

Individuals are encouraged to attend the series to understand the thought process / methodology of how he/she can value-add to his/her company to make money/ save money/ develop himself / herself into managers / leaders in preparation for future opportunities.

Unemployed PMETs can use the skills / knowledge acquired to better handle interviews for value-adding new potential employers to help them:

- Grow money
- Save money
- Manage & lead teams

Q1: Do I have to attend all the workshops in the series?

No, depending on your learning objectives, you can choose to attend any individual workshop or combination of workshops.

Our workshop series are configured in a logical sequence so that the inputs from the earlier workshops can be used to develop into deeper solutions in the latter workshops. Each workshop series is a suite of inter-related workshops needed to achieve your business needs and objectives.

Q2: What if I sign up for the series but am unable attend a particular workshop midway?

You can postpone the workshop to a different date/ month, giving us 5 working days' notice. All our public workshops repeat every two to three months.

Q3: What if I have a specific business requirement for my participants?

Course scenarios, examples and case studies can be contextualised to better suit your learning, business requirements, your products and services. This begins with a consultation meeting with our consultant. Approved SSG course materials can be contextualised (changing scenarios, examples, case studies) but not customised (amending/ deleting/adding learning competencies). Talk to our Sales / training consultant about your specific requirements. Contextualisation effort are not funded by SSG.(see Q6)

Q4: What if I cannot afford the time to allow my staffs / managers to attend so many days in the workshop series which may affect my operations?

These series are repeated several times a year. You can pick the dates convenient to balance the workload and spread the workshops throughout the year. The advantages of spreading out the training workshops are for:

- Continual learning,
- Staff development,
- Staff retention,
- With minimal impact to daily operations.

Q5: Must we attend the series in your recommended order?

Highly recommended as the outputs of one workshop can be used as the inputs of the latter workshops, although each course is designed to be self-contained. It is better to discuss with our Sales / training consultants about your specific learning needs & situations.

Q6 Complimentary Value-added services

- If you have volume (30 pax or more per contextualised workshop), we are happy to give you free contextualization service.
- In addition, we can give free coaching day after the series (10 additional pax for a coaching day)

Design Thinking: For Business Growth

RET-INO-4001-1.1

Workshop Description

Inspired by the excellent work done by Prof. Jeanne Liedtka from the University of Virginia, this workshop will take the participants on a journey of design thinking, beginning with

1. What Is?

Imaging Customer Experience Today
Identifying customer's pain points

2. What If?

- Generating ideas to delight customers experience
- Translating customer delight into business opportunities

3. What Wows?

Selecting & evaluating best customer experience ideas

4. And reaching the Desired Outcome of What Works?

This design thinking journey begins from a dream or a vision or organizational objectives, moving through the innovation process, and ending with a desired outcome. Putting on the “designer’s hat”, the participants will imagine a “beautiful day in the life of a future customer” or **imagining customer experience**.

Using the various Design Thinking techniques, tools, and templates, participants can apply them into their real life environment to make their innovations come true. Design thinking can be applied to Products Innovation, Service Innovation and Process Innovation.

Book

To help the learner recap and retain the lessons learned, a Book “Designing for Growth” by Professor Jeanne Liedtka will be given free to each learner. This book will serve as reference text throughout the course.

Duration 3 days

Intended Audience

This workshop is for all managers/ Supervisors/ Executives/ Professionals who want to innovate or find a better way to design their processes/ products/ services from the customers/ stakeholders’ perspectives to create customer delight or distinctive service WOWs

Workshop Objectives

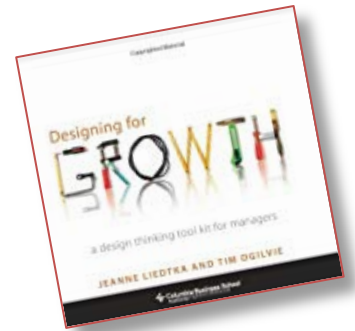
By the end of the workshop, participants will:

- Understand what design thinking is
- Understand the differences between design thinking and conventional problem solving
- Learn the design thinking process
- Learn the various tools, techniques and templates used in design thinking
- Apply these tools taught into real life environment and situations
- Uncover customers’ **UNMET needs, UNARTICULATED needs and UNDREAMT needs**
- Achieve customer delights and business growth.

Workshop Content

Participants can look forward to learning the following techniques /tools:

- Framing the problem
- Creating Persona
- A Day in the Life of a Customer or
- Imagining Customer Experience
- Value Chain Analysis
- Translating Customer experience into business opportunities
- Divergent Thinking
- Ideas Selection
- Rapid Prototyping



Borrowing the lessons learnt from Orlando Disneyworld, we had implemented Design Thinking in the Hewlett Packard Service Center, resulting in their winning the “Best in Customer Satisfaction” award from ComputerWorld Magazine for 12 years running

Innovation: Turning Ideas into Gold (Essential)

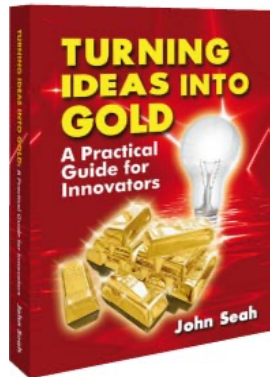
BM-IM-401E-1

Workshop Description

In this fun and highly interactive workshop, you will learn the powerful innovation tools, techniques and templates **to generate 1000 ideas within 30 minutes for your business!**

A general manager can use this workshop for his team to brainstorm ideas on:

- How to grow his business more efficiently and effectively?
- How to save \$1M without sacrificing quality?
- How to delight customers without increasing cost?
- What new business segments can we venture into to leverage on our new strengths?
- How to create products/services aligned with our capabilities and resources?



Workshop Objectives

At the end of this workshop, participants will be able to:

- Understand the differences between productivity, creativity and innovation
- Change to innovation mindset to convert ideas killers into ideas growers
- Understand the various phases in the innovation journey
- Utilize the various ideas generation tools, techniques and templates to generate 1000 ideas in 30 minutes
- Systematically select the best of the best ideas out of the 1000 generated

- Present your ideas to your stakeholders and convince them to support / fund you

Workshop Content

- Introduction to productivity, creativity and innovation
- My organisation and I
- Exploring opportunities
- Formulation of innovation statements
- Ideas generation techniques
 - Brain-writing, SCAMPER, Related Words
- Ideas selection technique
 - Perspective-Criteria Matrix
- Incubation technique – P.E.N.S.
- Presentation of ideas
- Prototyping
- Implementation of your innovation project

Takeaways:

- 1 x SSG Statement of Attainment
- 1 copy of “Turning Ideas into Gold” book worth \$60 at Kinokuniya

Intended Audience:

It is recommended for entrepreneurs, business owners, managers and professionals who seek better and faster ways of generating innovation ideas, resolving problems and/or optimizing opportunities for your business.

For individuals who wish to generate ideas to fulfil their dreams and passions

Workshop Methodology

This dynamic and highly interactive workshop will be conducted with a good blend of instruction, problem brain-storming, discussions and games.

Course Duration: 2 days

Personal Effectiveness

(Decision Making & Self Mastery)

RET-PMD-4005-1.1

Competency Element

Undertake self-assessment in relation to one's performance and leadership style, evaluate current and future requirements of one's work roles and maintain currency of knowledge in required areas of technical and managerial expertise

Knowledge

At the end of the workshop, the participant will *Know*:

- Legal and ethical considerations relating to organisational communication and decision-making
- Organisational policies and procedures relating to organisational communication and development of professional competence
- Relationship between high level strategies and the development and implementation of business plans and processes at departmental level
- Types of decision-making models, methods and techniques
- Implications and impact of communication processes on stakeholders
- Implications and impact of one's leadership style and capabilities on employees and the organisation

Abilities

At the end of the workshop, the participant will *be able to*:

- Use appropriate methods of communication to delegate responsibilities and duties to team leaders

- Seek feedback from team leaders to enhance team cohesion and ensure common understanding of goals and requirements
- Use effective communication techniques and behaviours to demonstrate the organisation's values and ethics
- Contribute to the development of implementation plans to support strategic priorities and facilitate decision making processes to garner support for the implementation plans
- Address barriers to communication to improve collaboration and effectiveness when working with team leaders
- Influence team leaders to pursue actions to support the achievement of the organisation's strategic priorities

Intended Audience

Participants interested in Leadership and People Management; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal development.

Methodology

This workshop will be conducted with a good blend of lectures, interaction, role plays, mapping out self-development path, experience sharing and SSG assessments.

Duration: 2 days

People Development

(Coach & Develop Team Leaders)

RET-PMD-4002-1.1

You will learn the skills and knowledge required to build a healthy pipeline of talent pool within the organisation, review talent capabilities, identify skill needs and encourage personal learning and development.

Competency Elements

Identify team leaders' skill requirements, facilitate their learning opportunities to enhance performance and coach team leaders to help them develop their skills and gain confidence

Knowledge

At the end of the workshop, the participant will know about:

- Legal and ethical considerations relating to the management of capability development
- Organisational policies and procedures relating to capability development
- Relevant professional or industry codes of practice and standards relating to management of capability development as a manager of a department or cross functional team
- Implications and impact of coaching and mentoring activities on the individuals participating in the processes
- Models and methods of training needs analysis
- Market trends and developments on new and emerging skill requirements, talent management and learning and development
- Models, methods and tools for identifying, assessing and managing talent
- Professional or industry codes of practice and standards relating to talent management

- Line manager roles and accountabilities for implementing talent management processes.

Abilities

At the end of the workshop, the participant will be able to:

- Review organisational strategies and business plans to identify impact on team competency requirements
- Review current skills of team leaders using appropriate methods and tools to identify skills requirements
- Work with team leaders to establish their learning priorities and learning and development plans
- Identify learning and development opportunities and provide resources and support to facilitate the development of team leader skills
- Review capability development approaches for team leaders to identify areas for improvement
- Provide coaching to team leaders to enhance their role performance, taking into consideration their emotional states
- Review coaching outcomes against coaching goals to identify areas for improvement in the coaching process.

Intended Audience

Participants interested in Leadership and People Management; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal development.

Methodology

This workshop will be conducted with a good blend of lecture, interaction, role plays, sharing and SSG assessments.

Duration: 2 days

People Change Management

(Manage Innovation & Change)

INP-BIN-4127-1.1

Workshop Description

Using the ideas of identified opportunities identified from Turning Ideas into Gold class, participants will learn how to drive and facilitate change management processes within the organisation which includes innovation and continuous improvement

Competency Elements

Manage change processes which includes facilitating innovation at the workplace, implementing change strategies and processes and evaluating the impact of change

Knowledge

At the end of the workshop, the participant will *know about*:

- Legal, ethical considerations and organisational policies and procedures relating to change management
- Professional or industry codes of practice and standards relating to change management
- Key concepts and importance of a learning organisation in relation to organisational change
- Theories and principles of change management
- Types and characteristics of positive and negative risks

Abilities

At the end of the workshop, the participant will *be able to*:

- Implement change strategies and processes
- Identify systems and behaviours that may support or limit implementation activities

- Plan for predictable consequences of change by applying systems thinking
- Analyse data and feedback to establish trends and identify actions and resources required to ensure change processes generate required benefits
- Identify opportunities for growth or improvement based on current achievements
- Develop and review systems to share learnings from change implementation processes to guide future actions for improvement
- Address individual needs of team leaders impacted by change management

Intended Audience

Participants interested in Leadership and People Management; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal development.

Methodology

This workshop will be conducted with a good blend of lecture, interaction, case studies and experience sharing.

Duration: 2 days

People and Performance Management

(Plan & Achieve)

INP-PDV-4049-1.1

You will learn the knowledge and skill to establish and implement performance management and remuneration strategies in the organisation to drive business results

Competency Element

Develop and implement team plans to meet business objectives, which includes managing team performance to achieve business results and rewarding team performance

Knowledge

At the end of the workshop, participants will know about:

- Organisational policies and procedures relating to development of team plans, identification and management of risks, remuneration and performance management
- Legal and ethical considerations relating to performance management
- Professional or industry codes of practice and standards relating to remuneration and performance management
- Theories and concepts on performance management and incentives
- Market trends and developments related to remuneration and performance management

Abilities

At the end of the workshop, participants will be able to:

- Work with team leaders to develop team plans in accordance to expected performance
- Identify, request and allocate resources required for teams to implement the team plans

- Identify the success criteria to evaluate team performance
- Provide regular feedback to team leaders to maintain awareness of expected and actual performance to make improvement
- Manage and reward team leader performance in accordance with organisational policies and procedures to achieve expected performance
- Support team leaders to manage issues relating to employee performance to achieve team results
- Identify and monitor potential risks of strategic impact to business objectives to develop mitigation strategies
- Analyse data on team performance to prepare recommendations to enhance future activities and performance of the team
- Consult stakeholders to obtain inputs and garner support on team plans
- Assess emotional states of team leaders and respond appropriately to emotional cues when managing performance across teams to ensure individual needs are addressed

Intended Audience

Participants interested in Leadership and People Management workshops; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal development.

Methodology

This workshop will be conducted with a good blend of lecture, interaction, case studies, experience sharing and SSG assessments.

Duration: 2 days

Vision Leadership

(Strategy & Leadership)

RET-LPM-4002-1.1

You will learn the skills and knowledge required to articulate clear, inspiring organisational goals, plans and priorities, as well as, display behavioural characteristics within the workplace in accordance to organisational values.

Competency Element

Lead team leaders in the development of business unit strategies, operational plans and corporate governance management to meet organisational needs

Knowledge

At the end of the workshop, participants will know about:

- Relationship between high level organisational strategies and the development and implementation of team plans and processes
- Relationship between high level organisational strategies and the development and implementation of business systems and processes to support corporate governance
- Organisational policies and procedures relating to the development of departmental or business unit strategies, and corporate governance compliance management
- Legal and ethical considerations relating to corporate governance
- Relevant professional or industry codes of practice and standards relating to corporate governance
- Implications and impact on employees and the organisation arising from team planning processes and corporate governance management processes
- Organisation's vision, mission and values
- Communication techniques
- Characteristics of a leader
- Characteristics of a role model

Abilities

At the end of the workshop, participants will be able to:

- Facilitate team leaders' involvement in the development of departmental or business unit strategies to achieve business objectives
- Lead team leaders to identify trends and issues impacting team performance and develop team operational plans to achieve team objectives
- Communicate organisational values and expectations of behaviour in the workplace to guide team leaders in their behaviours and performance
- Engage regularly with team leaders to provide the required support to achieve business unit goals
- Model leadership and behaviours to demonstrate application of organisational values, behaviours and governance priorities in all actions
- Develop and modify systems and processes to improve compliance management on corporate governance and social responsibilities requirements
- Communicate departmental or business unit strategic priorities to stakeholders to garner their support and buy-in
- Assess emotional states of team leaders and respond appropriately to emotional cues when leading team leaders to ensure individual needs are addressed
- Engage in regular self-reflection to identify own areas for improvement in leading strategy planning
- Improve own strategic planning skills by subscribing to diverse learning channels and participating in peer review platforms to enhance workplace-performance

Intended Audience

Participants interested in Leadership and People Management workshops; participants of organisational Talent Development / Retention Program / New Manager Program and professionals interested in personal development

Methodology

This workshop will be conducted with a good blend of lecture, interaction, case studies, experience sharing and SSG assessments.

Duration: 2 days

Effective Negotiation Skills

BM-BN-401E-1

Workshop Description

This is a fun and dynamic workshop that will equip you with a set of effective tools, techniques and templates on negotiation.

Winning in negotiation is about creating the win-win climate, exploring the possibilities and agreeing on the best possible outcomes.

Learning Outcomes

At the end of the workshop, the learners should be able to:

- Plan and prepare alternatives and outcomes for both parties in negotiations to support negotiation objectives.
- Open the negotiation effectively
- Apply communication and conflict resolution techniques to achieve desired negotiation outcomes.
- Finalise negotiation and take necessary follow-up actions to close negotiation.
- Monitor and evaluate negotiation outcomes against objectives in accordance with organisational procedures.

Workshop Content

- Welcome and ice breaking
- 1. Module 1: Introduction to Negotiation
- 2. Module 2: Preparation:
 - a. **P**ower
 - b. **R**oles
 - c. **O**rganizational Objectives
 - d. **M**arket Conditions
 - e. **I**nterdependence
 - f. **S**trategy
 - g. **E**arly Records
- 3. Module 3: Opening
- 4. Module 4: Communication and Conflict resolution techniques
- 5. Module 5: Bargaining
- 6. Module 6: Finalizing
- 7. SSG Assessment

The “It’s a ZOO Out There” Simulation Game:

Experience the heat of negotiation as the participants compete to negotiate the best deals for their organizations, putting all the negotiation techniques they have learnt into the practical fun game. Played two rounds, this game simulates the dynamics of a market condition in the midst of transactional negotiation.

Intended Audience:

This course is designed for anyone who needs to negotiate as a major part of their job: entrepreneurs, businessmen, salespersons, managers, supervisors, team leaders, purchasers

For individuals interested in personal effectiveness & career development

Workshop Methodology

This highly interactive workshop will be conducted with a good blend of instruction, discussions, case studies and simulation games. Participants will enjoy the fun yet realistic negotiation practices with their fellow participants during the “It’s a ZOO out there” game.

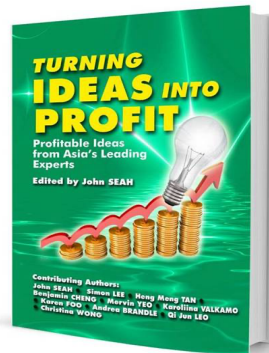
Workshop Duration: 2 Days

Sales & Value Creation

Workshop Description

Consider the following scenarios:

- Do you like to be able to create opportunities for your products / services?
- Do you wish to differentiate your product/ services from your competitors and sell it at a premium?
- Do you have difficulty articulating the value of your product/services to your customers?



If your answer is YES to the above questions, then this workshop is for you.

Workshop Objectives:

At the end of the workshop, you will be able to:

- Recognize and create opportunities that can be turned into sales
- Evaluation opportunities, aligned with your strengths and uniqueness
- Communicate your products and services benefits and features to potential customers
- Pursue leads to close deals systematically and efficiently
- Understand your customers' Most Urgent and Most Important Needs (MUMIN ©)
- Understand the Value Chain throughout your product and services eco-systems and how the various parties value-add to each other
- Create the values that your customers really wanted and the services that are not there yet but are needed by your customers

Workshop Content:

- Introduction to Opportunity Creation
- What are Features, Benefits and Value?
- Value Creation Techniques
- Understanding your customer's MUMIN

- Mapping out Customer's Value Chain
- Communication and Negotiation Skills
- Selling Value
- Call Qualification
- Selling Techniques: S.E.R.V.I.C.E.
- Advance in Your Sales
- Handling Objections
- Closing A Sale
- Real life case studies
- VALUE Selling TOOLKIT Game

The VALUE Selling Toolkit Game

This is an exciting and fun game where the participants will be divided into 2 groups: Company Directors and Sellers. Played two rounds, the Sellers will apply their lessons taught to understand the customer's problem better, to quantify them and finally to sell the VALUE of their solutions to the customer at a premium price.

Workshop Methodology

This dynamic workshop will be conducted with a good blend of instruction, discussions and simulation games. Participants are encouraged to bring a product/service to the class to create opportunities and value surrounding it.

Intended Audience

Entrepreneurs, Business Owners, Sales Account Managers, Business Managers, Business Development Managers, Services Sales Managers, Pre-Sales Support Managers, Marketing Managers and Product Managers.

Duration: 2 days

Creating Business Plan with Impact



BM-AP-405E -1

Workshop Description:

Failing to plan is planning to fail.

As we embark on our entrepreneurial or business journey, we have many elements in our business that we need to think of, to manage and to deploy. In order for the various business elements to function seamlessly, efficiently and effectively, we need a great plan.

Purpose:

- To equip the learners with knowledge and skills of business planning
- To guide the learners to plan for their business

Learning Outcome

At the end of the workshop, the learners should be able to:

- Interpret business plan outline and objectives of their business plan
- Identify and extract necessary information from relevant sources for inputs into their business plan

- Draft business plan in consultation with key stakeholders to ensure alignment with organizational objectives
- Present draft business plan to relevant stakeholders for endorsement.

Learners should know about the following topics:

- Business plan outline
 - Executive summary
 - Organizational description
 - Market analysis
 - SWOT Analysis
 - Products /services
 - Strategies and implementation
 - Management
 - Finance
 - Resources
- Objectives and components of business plan
- Organizational objectives
- Relevant stakeholders to consider
- Linkage between business plans and organizational objectives

Workshop Methodology:

This highly practical workshop will be delivered with a good blend of mini-lectures, plan preparations examples, discussions, and actual writing of your business plan.

Intended Audience

Entrepreneurs, Business Owners, Sales Account Managers, Business Managers, Business Development Managers, Services Sales Managers, Pre-Sales Support Managers, Marketing Managers and Product Managers.

Workshop Duration:

2 days

Turning Presentation into an ENCORE!



BM-COM-303E-1

Workshop Description:

Do you want to be able to deliver your product / services sales speech so well to captivate the hearts of your clients?

Do you want to deliver a speech so well that the audience screams for an encore?

Do you want to be able to impress the crowd or clients with a wow?

If you do, this is the starting point where you will learn both:

- The essential points of delivering a presentation
- The finer tips of turning that presentation into an encore.

Learning Outcome

At the end of the workshop, the learners should be able to:

- Identify presentation objectives and presentation formats in accordance with organisational procedures

- Gather and analyze necessary information to support presentation objectives
- Develop presentations and presentation collaterals, to support presentation structure
- Present information in appropriate formats to achieve your objectives
- Evaluate presentations to determine areas of improvement

Workshop Content

1. Welcome and ice breaking
2. Module 1: **(E)** Begin with the End in Mind
3. Module 2: **(N)** aNalyse Information
4. Module 3: **(CO)** Develop COntents
5. Module 4: **(R)** Rhetorical Delivery
Written Assessment Paper 1
6. Module 5: **(E)** Evaluate your presentation
Written Assessment Paper 2
Presentation Delivery

Workshop Methodology:

This highly engaging workshop will be delivered with a good blend of mini-lectures, examples, discussions, speech preparations, presentation practices and evaluations

Intended Audience

Entrepreneurs, Business Owners, Sales Account Managers, Business Managers, Business Development Managers, Services Sales Managers, Pre-Sales Support Managers, Marketing Managers and Product Managers.

Workshop Duration: 2 days

Fundamentals of the Personal Data Protection Act (PDPA)

BM-RM-301E-1

Workshop Description

If your business involves collection of your clients' personal data (NRIC numbers, mobile phone numbers, home addresses, etc.), you are subjected to this PDPA law. The law mandates that you appoint a Data Protection Officer.

- Do your staffs know what they should or should not do with personal data?
- Do they know what is included and what is excluded from this Act?
- Does your organisation have a Data Inventory Map to identify areas of non-conformance?
- Does your organisation have a process for dealing with complaints regarding data protection?

If your answer is NO to one or more of these questions, then you and your staff need to attend this workshop.

Workshop Objectives

At the end of this workshop, the participants will be able to:

- Understand what is the Personal Data Protection Act
- Understand the 9 Key Obligations
- Understand the roles of Data Protection Officer
- Understand what is an organisation Data Inventory Map
- Identify possible areas of non-conformance
- Develop a process for handling complaints relating to data protection
- Develop a PDPA communication plan for your organisation.

Workshop Content

- Introduction to Personal Data Protection Act
- Data Protection and Do Not Call Provisions
- PDPA 9 Key Obligations
 - Consent Obligation
 - Purpose Limitation Obligation
 - Notification Obligation
 - Assess and Correction Obligation
 - Accuracy Obligation
 - Protection Obligation
 - Retention Limitation Obligation
 - Transfer Limitation Obligation
 - Openness Obligation
- Roles of Data Protection Officer
- Creating Data Inventory Map
- Identify Areas on Non-Compliance
- Developing a process for handling dispute resolution
- Staff training and communication
- Managing data breaches
- SSG Assessment

The course will be conducted using the PDPA BM SSG Standard Curriculum and Standard Assessment Plan developed by Personal Data Protection Commission

Intended Audience:

Any entrepreneur, business managers or staff who needs to handle personal data, like Human Resource, IT Dept, Marketing, Sales, Customer Services, Operations, etc.

Not suitable for Legal Personnel

Workshop Methodology

It will be a combination of lectures with examples, discussions and SSG assessment

Workshop Duration: 2 days

Problem Solving and Decision Making

ES-ACE-302G-1

Purpose:

To equip the learners with a comprehensive suite of tools, techniques and templates to solve problems and to make quality decisions, which include anticipating and identifying potential problems, facilitating team's effort to resolve problems, making appropriate decisions and formulating implementation plans.

Learning Outcome

At the end of the workshop, the learners should be able to:

- Identify symptoms that could lead to potential problems at the workplace
- Apply logical deduction to anticipate and detect problems at the workplace based on symptoms and relevant information gathered
- Analyse relevant information surrounding the perceived problems and identify the exact problem using various techniques.
- Analyse the root causes of the problems at the workplace using appropriate problem-solving tools and techniques
- Facilitate generation of solutions to solve problems by encouraging creativity among team members
- Select a solution among the shortlisted ones collectively with team members
- Develop an implementation plan that addresses the root causes of the problems and consider the impact to organization and customers
- Evaluate the effectiveness of the implemented solution and implementation plan by analyzing feedback gathered from relevant sources

Workshop Content

1. Introduction and Identifying Symptoms
2. From Perceived to Potential Problems
 - a. **P**rocess Questioning
 - b. **O**bjective Reasoning
 - c. **S**ymptom Cause Effect
 - d. **E**limination Process
3. Root Cause Analysis
 - a. 5 Whys
 - b. 5W1H, Tabulation
 - c. Diagnostics Questions
 - d. Logical deduction / deductive reasoning
4. Decision on Solutions
 - a. Divergent thinking
 - b. Convergent thinking
 - c. Criteria Matrix
 - d. SWOT Analysis
 - e. Impact Analysis
5. Implementation
6. Evaluation

SSG Case Study Assessment Papers

Intended Audience:

This course is designed for managers, supervisors, team leaders and professionals to equip them with a suite of problem-solving tools, techniques and templates for them to solve product-related, process-related and people-related problems effectively and efficiently

Workshop Methodology

This highly interactive workshop will be conducted with a good blend of instruction, discussions, case studies and simulation games. Participants are encouraged to bring their workplace problem to the workshop to solve.

Workshop Duration: 2 Days

Project Management – Scope

BM-PM-402E-1

Workshop description

Having identified the solutions from the previous 2 workshops, this Project Management - Scope equips the learner with the skills and knowledge to effectively manage the project scope as “everyone wants everything to be included”. This workshop covers the following:

- Determining project deliverables,
- Identifying,
- Resolving project scope issues,
- Reviewing and
- Controlling project scope.

Workshop Objectives

At the end of the workshop, the learners should be able to:

1. Determine project deliverables and key work activities aligned to project objectives and organisational guidelines / policies.
2. Identify and resolve potential project scope issues in accordance with organisational procedures.
3. Monitor and control project scope to meet project objectives.

At the end of the workshop, the learners should know and understand the following:

1. *relevant stakeholders*
2. *scope management plan, processes, and procedures*
3. *project life cycle*
4. *scope change control procedures*
5. *components of project plans*
6. *project management tools and techniques*
7. *triple constraints and their impact on project management*

Project Management – Time

BM-PM-408E-1

Workshop description

This Project Management - Time workshop covers the assessment of project time constraints, as well as the development and management the project schedule.

Workshop Objectives

At the end of the workshop, the learners should be able to perform the following:

1. Assess project time constraints to sequence tasks accordingly.
2. *Develop* project schedule to guide *time management* of the project.
3. *Implement and manage* project schedule to ensure *project objectives* are met within the stipulated time frame.

At the end of the workshop, the learners should know and understand the following:

1. *time management techniques and issues*
2. *triple constraints* and their impact on project management

Target Audience:

Professionals, managers, supervisors, and individuals who need to manage projects as part of their job or career, from all industry sectors, especially when they are preparing for the PMP Examination

Workshop Methodology

This highly interactive workshop will be conducted with a good blend of instruction, discussions, and case studies. Participants will enjoy solving several real-life problems using the techniques taught.

Workshop Duration: 2 days each workshop

Course Fee and Absentee Payroll Funding for Employers
 (with effect from 1 Jul 2020)

					SkillsFuture Midcareer Enhanced Subsidy
Type of Funding	Courses Conducted by External Training Providers	Type of Course	Course Level	Singapore Citizens and Permanent Residents	Singapore Citizens 40 years or older
SMEs					
Course Fee Funding	External Training	Certifiable Courses approved by SSG	NON PMET	90% of course fees, capped at \$25 per hour	
			PMET	90% of course fees, capped at \$50 per hour	
Absentee Payroll Funding	External Training	Certifiable Courses approved by SSG	NON PMET AND PMET	i) Enhanced Absentee Payroll at 90% of hourly basic salary, capped at \$10/hr. Eligibility period: 1 May – 31 Dec 2020 ii) 80% of hourly basic salary capped at \$7.50/hour	
NON SME					
Course Fee Funding	External Training	Certifiable Courses approved by SSG	NON PMET	80% of course fees, capped at \$17 per hour	90% of course fees, capped at \$25/hour
			PMET	50% of course fees, capped at \$15 per hour	90% of course fees, capped at \$50/hour
Absentee Payroll Funding	External Training	Certifiable Courses approved by SSG	NON PMET AND PMET	i) Enhanced Absentee Payroll at 90% of hourly basic salary, capped at \$10/hr. Eligibility period: 1 May – 31 Dec 2020 ii) 80% of hourly basic salary capped at \$4.50/hour	
<p>SMEs : Defined as companies with: (i) at least 30% local shareholding; AND (ii) Group annual sales turnover of not more than \$100 million OR Group employment size of not more than 200 employees</p>					

Course Fee Funding for Self Sponsored

Type of Funding	Courses Conducted by External Training Providers	Type of Course	Course Level	Singapore Citizens 40 years or older	Singapore Citizens less than 40 years old or Permanent Residents
Course Fee Funding	External Training	Certifiable Courses approved by SSG	NON PMET	90% of course fees, capped at \$25 per hour	80% of course fees, capped at \$17 per hour
			PMET	90% of course fees, capped at \$50 per hour	50% of course fees, capped at \$15 per hour

Pricelist

EVEREST INNOVATION PTE LTD WORKSHOP FEES (INCLUSIVE GST WEF 31 JULY 2020)														
FOR COMPANY SPONSORED EMPLOYEES														
SELF SPONSORED PARTICIPANTS														
Course Title	Course Code	Unit Code	Mode of training CL = Classroom	Funding Validity Period from now until DD/MM/YYYY	Duration (days)	Claimable hours	Full Fees before SSG subsidy (before GST)	GST at 7%	SME Enhanced Training Support Subsidy : SC or PR	Net Fees after subsidy under SME Enhanced Scheme (Inclusive GST)	SME		NON-SME	
											Non-SME Subsidy SC or PR	Net Fees after subsidy (Inclusive GST)	Mid-Career Enhanced Subsidy: SC :40 yrs old & above	Net Fees after Mid-Career Enhanced Subsidy (inclusive GST)
PME LEVEL COURSES														
Singapore Citizens (SC) and PR ≥ 21 yrs														
Singapore Citizens (SC) ≥ 40 years														
PME LEVEL COURSES														
Singapore Citizens (SC) and PR ≥ 21 yrs														
Singapore Citizens (SC) ≥ 40 years														
PME LEVEL COURSES														
Singapore Citizens (SC) and PR ≥ 21 yrs														
Singapore Citizens (SC) ≥ 40 years														
PME LEVEL COURSES														
Singapore Citizens (SC) and PR ≥ 21 yrs														
Singapore Citizens (SC) ≥ 40 years														
Non PME LEVEL COURSES														
Singapore Citizens (SC) and PR ≥ 21 yrs														
Singapore Citizens (SC) ≥ 40 years														
Innovation : Turning Ideas into Gold (Essential)	TGS-2014501009	BM-IM-401E-1	CL	20/09/2022	2	15.17	\$ 750.00	\$ 52.50	\$ 675.00	\$ 127.50	\$ 227.55	\$ 574.95	\$ 675.00	\$ 127.50
Innovation : Turning Ideas into Gold (Project)	TGS-2014500546	BM-IM-301E-1 BM-IM-401E-1	CL	31/10/2021	3	21	\$ 1,000.00	\$ 70.00	\$ 900.00	\$ 170.00	\$ 315.00	\$ 755.00	\$ 900.00	\$ 170.00
Effective Negotiation Skills	TGS-2014501125	BM-BN-401E-1	CL	20/09/2022	2	16	\$ 750.00	\$ 52.50	\$ 675.00	\$ 127.50	\$ 240.00	\$ 562.50	\$ 675.00	\$ 127.50
Fundamentals of the Personal Data Protection Act (PDPA)	TGS-2014500452	BM-RM-301E-1	CL	03/08/2022	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
Sales and Value Creation	TGS-2016500088	BM-SM-405E-1	CL	20/09/2022	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
LEAN Management in Service Industry	TGS-2016500084	MF-PIM-401E-1	CL	20/09/2022	2	16.5	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 247.50	\$ 394.50	\$ 540.00	\$ 102.00
Turning Presentation into an ENCORE	TGS-2016500087	BM-COM-303E-1	CL	20/09/2022	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
Creating a Business Plan with an impact	TGS-2016500855	BM-SPI-405E-1	CL	30/09/2022	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
Project Management - Time	TGS-2017500243	BM-PM-408E-1	CL	30/09/2022	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
Project Management - Scope	TGS-2016500300	BM-PM-402E-1	CL	31/08/2022	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
Personal Effectiveness (Previously Decision Making & Self Mastery)	TGS-2019504307	RET-PMD-4005-1.1	CL	28/08/2021	2	16.33	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 244.95	\$ 397.05	\$ 540.00	\$ 102.00
People Development (Previously Coach & Develop Team Leaders)	TGS-2019504276	RET-PMD-4002-1.1	CL	22/08/2021	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
People Change Management (Previously Manage Innovation & Change)	TGS-2019504308	INP-BIN-4127-1.1	CL	22/08/2021	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
People and Performance Management (Previously Plan & Achieve Results)	TGS-2019504291	INP-PDV-4049-1.1	CL	22/08/2021	2	16	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 240.00	\$ 402.00	\$ 540.00	\$ 102.00
Vision Leadership (Previously Strategy & Leadership)	TGS-2019504292	RET-LPM-4002-1.1	CL	22/08/2021	2	16.5	\$ 600.00	\$ 42.00	\$ 540.00	\$ 102.00	\$ 247.50	\$ 394.50	\$ 540.00	\$ 102.00
Design Thinking for Business Growth	TGS-2020503637	RET-INO-4001-1.1	CL	04/08/2022	3	24	\$ 1,200.00	\$ 84.00	\$ 1,080.00	\$ 204.00	\$ 360.00	\$ 924.00	\$ 1,080.00	\$ 204.00
Non PME LEVEL COURSES														
Effective Problem Solving and Decision Making	TGS-2015500272	ES-ACE-302G-1	CL	20/09/2022	2	16	\$ 450.00	\$ 31.50	\$ 400.00	\$ 81.50	\$ 272.00	\$ 209.50	\$ 400.00	\$ 81.50
Get Good Jobs	TGS-2016500086	ES-PMD-302G-1	CL	20/09/2022	2.5	20	\$ 400.00	\$ 28.00	\$ 360.00	\$ 68.00	\$ 320.00	\$ 108.00	\$ 360.00	\$ 68.00