

Unlocking Innovation: Out-think Your Competitions



Kaihan Krippendorff presents his proven approach to developing innovative strategies in a one-day workshop designed for executives, managers and business owners.

Find out how military strategist, **Sun Tzu's Art of War, 36 Stratagems** can serve as practical tools for building modern business strategies. Apply the philosophy behind Sun Tzu's Art of War together with **McKinsey model**, organizations will be able to conquer strategic challenges and drive growth.

Kaihan's approach teaches a systematic way to reveal **"fourth options"** - strategic alternatives others ignore. By identifying multiple fourth options, companies can create disruptive strategies that trigger breakthrough performance.

UNLOCKING INNOVATION

16 November 2010

8.30am to 5.30pm

RMB3,500



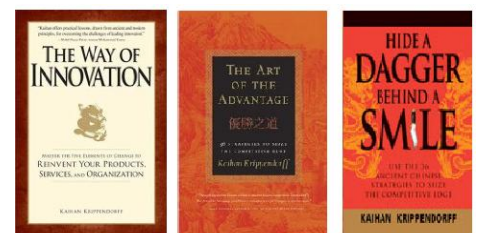
Kaihan Krippendorff is the creator of **The Fourth Option™** approach, a strategic methodology that teaches executives and businesses how to seize opportunities others ignore, unlock innovation and build strategic thinking skills

Kaihan, a former consultant with McKinsey Co., has spent over a decade studying corporate conflict. He is the author of three business strategy books and each book delves into the keys to true competitiveness and innovation.

Kaihan identifies mental patterns applied by great military strategists from Sun Tzu to John Boyd and applies these strategies to modern breakthrough companies such as Apple, Microsoft, Johnson & Johnson etc and works regularly with ambitious large and medium-sized corporations, unleashing their strategic creativity to better their organizations.

Innovation Results

Innovate Profitability
Strategic Drive Growth
Outthink Competitive
Performance Breakthrough
Critical Thinking
Problem Solving



The Five Phases of Strategic Innovation

Idealize: define an ideal future state

Diagnose: identify the key issues

Explore: brainstorm creative strategies for addressing the issues identified

Assess and analyze: evaluate potential strategies

Story: wrap the resulting solution into a story that wins the interest and support of the key stakeholders needed to bring the idea to fruition.