2010 Clariden Global Executive Education
Corporate Strategy Program

Strategic Intuition: 
The Key to Innovation

Professor William R. Duggan
Columbia University, Columbia Business School


He has 20 years of experience as a strategy advisor and consultant. He teaches strategic intuition in three venues at Columbia Business School: MBA and Executive MBA courses, and Executive Education sessions. He also teaches the MBA and Executive MBA core courses in Strategy. He has conducted seminars and workshops on strategic intuition to executives from dozens of companies around the world.
DEVELOPING STRATEGIC INTUITION: THE KEY TO INNOVATION

Professor William R. Duggan, Columbia University, Columbia Business School
Professor of Management


The Financial Times has labeled William Duggan as a “Professor to Watch” and his course has received the highest ratings by Columbia Business School students in 2007. He has 20 years of experience as a strategy advisor and consultant. Dr. Duggan is a frequent guest lecturer at the U.S. Army War College.

PROGRAM SUMMARY

Program: Developing Strategic Intuition: The Key to Innovation
Tuition Fee: $3,250
Register before 16th August for Early Bird Fee: $2,950

Dates: 21st—22nd October, 2010
Location: Shangri-La Hotel, Singapore

Program Essence: From one of the most popular courses at Columbia Business School, this program provide exclusive tools and methods to develop strategic intuition and harnessing the creative ideas to provide powerful strategies for an organization. In order to succeed, a business leader needs to combine various kinds of thinking, such as strategic thinking, entrepreneurial thinking or creative thinking. This innovative new program offers business leaders exclusive tools and methods to enhance their thinking process and develop powerful ideas for their organizations. This program is based on groundbreaking research and teaching by Professor William Duggan.

PROGRAM INTRODUCTION

How Aha! Really Happens…

In times like these, it’s likely that what you’re doing now won’t work in the future. You need to innovate. But how? You need a creative idea that’s also strategic, that you can take action on right away. Strategic Intuition offers a powerful set of ideas, methods and tools for innovation based on the latest breakthroughs in modern neuroscience, principles from classical military strategy, and surprising truths about how great achievements in business and other fields actually happen.

The key to creative ideas for strategy is a flash of insight: when your mind is relaxed and connects the dots. Modern science now reveals how these flashes of insight happen. It’s a special form of intuition, called “strategic intuition” because it gives you an idea for action – a strategy. This programs helps you understand how strategic intuition happens and how you can do it better for business problems of any kind.

WHO WILL BENEFIT MOST

This course is designed for:
- Senior and Middle-level business management
- General manager, vice president, or corporate planner
- Any executive who leads or participates in strategy formulation, strategic planning, innovation, or creative design at any level of any organization. We especially encourage those who supervise or train staff in how to strategize, plan or innovate

For complete information on admission, visit: www.claridenglobal.org
HOW YOU WILL BENEFIT

Over the past ten years, William Duggan has conducted pioneering research on strategic intuition and for the past few years has taught one of the most popular courses at Columbia Business School on this subject. Through an understanding of “intelligent memory,” the brain’s ongoing synthesis of a subset of elements from the huge volume it takes in and stores, you will gain insights into determining your goal and how to achieve it.

During this program, participants will learn:
• **An idea:** Strategic Intuition, based on the science of how creative ideas actually happen in practice
• **A method:** the four key steps that make strategic intuition occur, and how to do it better yourself
• **A tool:** the Insight Matrix, for individuals and teams to apply strategic intuition to any strategic or creative problem

PROGRAM OUTLINE

**DAY 1**
**Strategic Intuition as a Business Method**
• Understand how flashes of insight work in the mind to create new ideas
• Recognize the four steps of strategic intuition in action
• Apply a team tool for strategic intuition to business problems of all kinds
• Understand ten lessons of strategic intuition for company culture

**DAY 2**
**Strategic Intuition as a Leadership Skill**
• Apply strategic intuition to leadership in any field of work
• Understand the link between organizational and personal strategy
• Apply a method to plan for organizational or personal opportunity
• Learn a method for maintaining the right frame of mind to see opportunity

PUBLICATION


In 2007, the journal *Strategy+Business* named Strategic Intuition “Best Strategy Book of the Year.”
APPLICATION FOR ADMISSION 2010

Please indicate the program(s) you are applying for (early bird privilege ends Aug 16):

- Aligning Culture, Leadership & Talent Management, 13 - 14 Sep 2010
  Early Bird Fee $2,950, Regular Fee $3,250 (fees all inclusive)
- Developing Strategic Intuition: The Key to Innovation, 21 - 22 Oct 2010
  Early Bird Fee $2,800, Regular Fee $3,250 (fees all inclusive)
- Strategic Sales Leadership, 28 - 29 Oct 2010
  Early Bird Fee $3,750, Regular Fee $3,950 (fees all inclusive)

Preferred Early Bird Privilege, please check one: 
- Early bird savings

- Corporate Social Responsibility Leadership, 11 - 12 Nov 2010
  Early Bird Fee $2,950, Regular Fee $3,250 (fees all inclusive)
- Implementing Growth Strategies in Asia, 22 - 23 Nov 2010
  Early Bird Fee $2,950, Regular Fee $3,250 (fees all inclusive)
- Negotiation and Influence Strategies, 2 - 3 Dec 2010
  Early Bird Fee $3,650, Regular Fee $3,950 (fees all inclusive)

* One night free accommodation in Singapore, subject to availability

GENERAL INFORMATION

Last Name ___________________________ First Name ___________________________
Job Title ___________________________ Company Name _________________________
Business Address ____________________
Work Phone __________________________ Email _________________________________
Mobile ______________________________
Nationality _________________________ Date of Birth _________________________

COMPANY INFORMATION

What function best describes your position? (Check one only)
- Accounting / Finance / Control
- Communication / Investor Relations
- Corporate Planning
- Engineering
- General Management
- Human Resources
- Information Services
- Legal
- Logistics
- Marketing / Sales / Advertising
- Manufacturing / Operations
- Product Development
- Project Management
- R&D
- Other, specify: ___________________________

Please provide a brief description of your organization/business unit:

______________________________________________________________

Please describe your current responsibilities:

______________________________________________________________

Please explain your objectives or goals by attending this program:

______________________________________________________________

What are the most formidable challenges facing your organization/business unit now:

______________________________________________________________

EDUCATION

Please list the last academic institution only:

College / University ___________________________ Degree Granted ___________________________ Year Granted ___________________________

How did you learn about this program?

- Superior
- Colleague / Friend
- Company’s HR
- The Business Times
- Clariden Global Email Notification
- The Straits Times
- Clariden Global Mailings
- HRM Asia Website
- HRM Asia e-Newsletter
- Other, please specify: ___________________________

Upon acceptance, payment is due within 21 days of invoice date and is required prior to the start of the program. Cancellations of the program, including withdrawals and substitution with qualified candidate, must be submitted in writing to Clariden Global Executive Education. Cancellations submitted more than 30 days before the program start date are subject to a fee of one-half of the program fee. Requests received within 14 days of the program start date are subject to full payment of program fee. Clariden Global reserves the right to change or cancel the course.

An Invoice will be mailed to your organization. Please indicate to whom the invoice should be sent.

Last Name ___________________________ First Name ___________________________
Job Title ___________________________ Company Name _________________________
Business Address ____________________
Work Phone __________________________ Email _________________________________

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