

## **SID Masterclass for Directors (MCD) Programme**

### **The Director as an Innovation Driver**

Organised by:	Singapore Institute of Directors
Date:	<b>Tuesday, 25 July 2017</b>
Venue:	<b>Marina Mandarin Singapore 6 Raffles Boulevard, Marina Square, Singapore 039594</b>
Time:	<b>9.00 am to 5.30 pm</b>
CPD Hours:	8 hours
SID Member:	S\$ 750.00 (Inclusive of GST)
Non-SID Member:	S\$1050.00 (Inclusive of GST)

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#### **Course Description**

The key step in strategy formulation is to comprehensively understand a company's twin components for competitive success: distinctive competency (inside the firm) and competition (outside of the firm).

A distinctive competency is a unique or superior capability of the company. This capability allows it to offer a unique or superior value proposition to stakeholders and thus an unassailable competitive advantage. But to establish distinctive competency so that the firm can outdo its competition requires boards to be bold in embracing innovation. It is an unavoidable race for greater market share.

In a 2013 PwC study entitled, "Breakthrough Innovation and Growth", it was found that innovation is a key driver of organic growth for all types of companies, regardless of sector or geography. It concluded that boards that make innovation a part of their overall strategy agenda often lead their companies towards substantial returns.

But for innovation to take root, mind-sets must change and this change begins with the board. In fact, a company will possess an enduring capacity to innovate only if its people (top to bottom) are mentally prepared to discover new opportunities and its accompanied risks.

This course is a one-day interactive workshop to enhance directors' understanding of innovation, what is required to build an innovation strategy and culture, and the board's role in innovation governance. The session will be facilitated by experts in the field who will share their perspectives and experiences on embracing innovation in today's business environment.

#### **Course Objectives**

1. To provide an understanding on innovation, and how innovation can be a driver of change and progress.
2. To discuss the barriers to innovation.
3. To discuss the importance of the participants' role in driving innovation.
4. To educate participants about managing innovation portfolio.

## **Course Outline**

1. Definition of innovation.
2. The importance of innovation in a globally competitive environment.
3. Building a culture of innovation.
4. Dimensions of an innovative strategy.
5. The board's responsibility in driving innovation and managing risks.
6. The board's role in managing innovation portfolios.

## **About the Speaker**

### **Dr Wilson Chew**

Dr Chew is a Partner at PwC Singapore. He specializes in Strategy in the Entrepreneurial & Private Clients practice in the firm.

In 2012, Dr Chew was appointed to the board of Swee Hong Limited, an infrastructure and civil engineering company listed on the Singapore Exchange. He also serves on the board of the National Arthritis Foundation, a charity with the Ministry of Health.

In 2008, Dr Chew was awarded the Asia Brand Leadership Award for his outstanding contribution to the applied knowledge of brand strategy in management science. He has authored three books: Transforming Your Business into A Brand: The 10 Rules of Branding, Killer Differentiators: 13 Strategies to Grow Your Brand, and B2B: 10 Rules to Transform Your Business into A Brand.

Dr Chew holds a Doctorate in Business Administration from the University of South Australia, an MBA from the University of Strathclyde Graduate Business School (which he currently serves as a visiting lecturer), an Executive Diploma in Directorship from SMU/SID and successfully completed the Corporate Board Leadership program at Harvard Business School. He lectures at SMU's University Lien Centre for Social Innovation and served as one of the university's advisors in the Wharton-SMU-IBM Business & Industry Insight Program.

## **Registration**

Please register online at [www.sid.org.sg](http://www.sid.org.sg) by **18 July 2017**.

Should you require assistance, contact us at:

The Secretariat

Tel: 6422 1188

Fax: 6422 1199

## **TERMS AND CONDITIONS FOR SID COURSES/EVENTS**

SID's courses and events are subject to terms and conditions as set out below. The Institute reserves the right to changes these terms and conditions without notice.

### **COURSE/EVENT REGISTRATION**

A participant is successfully enrolled for the course/event once an invoice is generated.

### **NO CANCELLATION**

There will be strictly no cancellation once the participant is successfully enrolled for the course/event.

### **NO-SHOW**

There will be strictly no refund of fees for no-show.

### **REQUEST FOR REPLACEMENT OR DEFERMENT**

Where a participant cannot attend a course, he/she may request to send a replacement or defer the course subject to the following conditions:

1. Replacement of a participant is subject to at least 5 working days prior notice in writing. In the case whereby a SID member participant is replaced by a non-member, a top-up fee will be levied. No refund will be made if a non-member participant is replaced by a member.
2. Deferment of a course to the next scheduled date (for same course) is subject to at least 10 working days prior notice in writing. Deferment is only allowed for half day and full day courses run by SID. An administration fee for each deferment of S\$50 (for half day course) and S\$100 (for full day course) shall apply.

### **CANCELLATION OF COURSE/EVENT BY SID**

SID will exercise all possible care to run the confirmed courses. However, in the event of unforeseen circumstances or low enrolment, SID reserves the right to cancel or defer the course/event, and/or to change venue, speaker, course date and fees. SID will make all reasonable efforts to notify participants of changes, should they happen.

If SID cancels a course, a full refund will be made to the participants.

### **CPD HOURS**

CPD hours/attendance letter is subject to the participant arriving no later than 30 minutes after the programme starts or leaving no more than 30 minutes before the programme ends, and submitting the module Assessment Form only at the end of the event.

### **CAR PARK COUPONS**

Complimentary car park coupons, where available, are given on a first-come-first-served basis.

## **PAYMENT POLICY AND OPTIONS**

Course/Event fees are due upon registration, and payment should reach SID at least 7 working days before the course date. SID reserves the right to refuse admission if payment is not received in full before a course/event.

1. Online Payment

Log in to your account at [www.sid.org.sg](http://www.sid.org.sg)  
Select invoice to pay at "My Open Invoices".

2. Cheque Payment

Payable to: Singapore Institute of Directors (please quote invoice number behind the cheque)  
Mail to: 168 Robinson Road, #09-06, Capital Tower, Singapore 068912  
Attention to: Finance Department

3. Telegraphic Transfer

Bank Name: DBS Bank Limited  
Branch: Raffles Place Branch  
Bank Code: 7171  
Beneficiary Name: Singapore Institute of Directors Account Number: 048-016620-2  
Swift Code: dbsssgsg  
Reference: Please quote invoice number  
(Note: All bank charges are to be borne by the applicant)