

Masterclass for Directors (MCD) Programme

MCD 1: The Director as an Innovation Driver

Target Audience	: Directors with a desire to enhance their understanding of innovation and how the board can be more effective in driving innovation. Attendees are expected to already have the fundamentals and essentials of the SID professional development programme.
Date	: 16 May 2019
Time	: 9.00 am to 5.30 pm
Venue	: M Hotel, 81 Anson Rd, Singapore 079908
Cost	: SID Member: S\$720 (excl. GST); S\$770.40 (incl. GST) Non SID Member: S\$990 (excl. GST); S\$1059.30 (incl. GST)
CPD	: 8 hours

Course Description

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

A distinctive competency is a unique or superior capability. This capability allows the company to offer a distinctive value proposition to stakeholders and thus an unassailable competitive advantage. To establish distinctive competency so that the firm can outdo its competition requires boards to be bold in embracing innovation.

For innovation to take root, mindsets must change and this change begins with the board. Boards that make innovation a part of their overall strategy often lead their companies towards substantial returns. 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.

Programme

8.30 am	Registration
9.00 am	Introduction
9.10 am	Introduction: The World, Innovation & Competition The Board's Role: Driving Innovation & Managing Risk
10.30 am	Break The Board's Role: Constructing a Risk-balanced Innovation Portfolio
12.00 pm	Lunch Finding Innovation: The 5 Steps to Changing Mindsets Finding Differentiation: The 5 Steps of Innovation
3.15 pm	Break Driving Equity Performance: Strong Differentiation Closing Remarks
5.30 pm	End of Programme

Speaker



Wilson Chew
Partner, PwC Singapore

Dr Chew is a Partner at PwC Singapore. He specialises 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: *Killer Differentiators: 13 Strategies to Grow Your Brand*, *B2B: 10 Rules to Transform Your Business into a Brand*, and *Differentiation: How to Win in a Disruptive Market*.

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

Registration

Please register online at www.sid.org.sg by **13 May 2019**.

Course Enquiries

Email : events@sid.org.sg
Tel : (+65) 6422 1188
Fax : (+65) 6422 1199

Upon successfully enrolling for the course, you are deemed to have read and accepted SID's Terms and Conditions stated overleaf.

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 & CERTIFICATE OF ATTENDANCE

Entitlement of CPD hours / Certificate of Attendance 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 Evaluation 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
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, #11-03, 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)