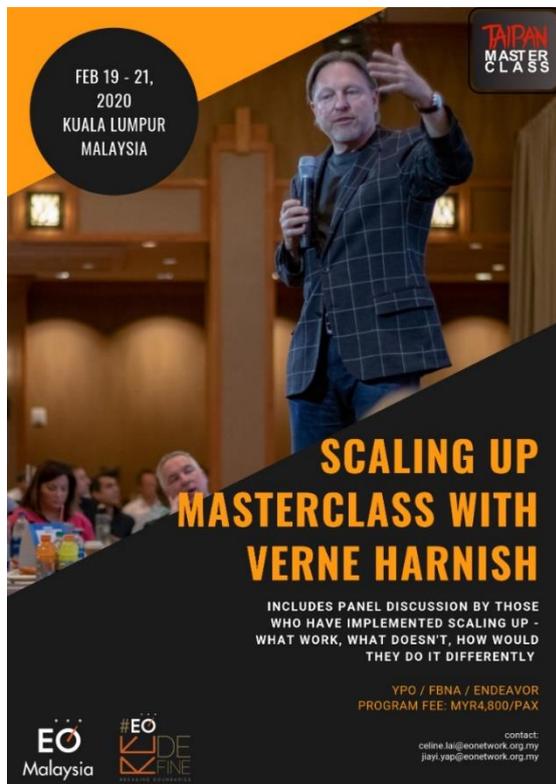


Verne Harnish is founder of the world-renowned Entrepreneurs' Organization (EO), with over 14,000 members worldwide, and chaired for fifteen years EO's premiere CEO program, the "Birthing of Giants" held at MIT, a program in which he still teaches today.



Founder and CEO of Scaling Up, a global executive education and coaching company with over 180 partners on six continents, Verne has spent the past three decades helping companies scale up. He's the author of the bestseller *Mastering the Rockefeller Habits* which is translated into 9 languages; and along with the editors of *Fortune*, authored *The Greatest Business Decisions of All Times*, for which Jim Collins wrote the foreword. His latest book *Scaling Up (Rockefeller Habits 2.0)* has won eight major international book awards including the prestigious International Book Award for Best General Business book.

Verne also chairs the annual ScaleUp Summits in collaboration with Bloomberg and serves on several boards including chair of The Riordan Clinic; co-founder and chair of Geoversity; and board member of the Million Dollar Women's movement. A private investor in many scaleups, Verne enjoys piano, tennis, and magic as a card-carrying member of the International Brotherhood of Magicians.

WORKSHOP PROGRAM

Name: Scaling Up Masterclass with Verne Harnish
 Date: 19th to 21st February 2020
 Venue: EQ Kuala Lumpur
 Speaker: Verne Harnish

These are some of the key testimonials:

"Verne is THE guru of fast growth companies. Those who listen GROW and SUCCEED . . . so listen . . . or read!"

Tom Peters, Co-Author, *In Search of Excellence*

"Verne is more committed to helping companies grow than any other person on the planet. Really. He's also radically practical in his approach and that is reflected throughout this terrific book."

Patrick Lencioni, best-selling author of *The Five Dysfunctions of a Team* and *The Advantage*

"Scaling Up addresses the second half of the venture ball game, something often lost in all the hoopla about incubating disruptive innovation during the first half. Half-time scores don't matter – it's all about how you finish the game. So get yourself into Verne's locker room for a great half-time pep talk, and then get yourself out on the field to play a great second half."

Geoffrey Moore, Author, *Crossing the Chasm*

“Imagine walking into a library and finding one book that captures the ideas of all the books in the library. Scaling Up is that business book. You will not have to go any farther.”

Jack Stack, founder and CEO of SRC Holdings &
best-selling author of *The Great Game of Business* and *A Stake in the Outcome*

In this Scaling Up Masterclass, Verne Harnish will share with us on how we can achieve and accelerate profitable GROWTH using the Rockefeller Habits™, a series of practical tools and techniques for building an industry-dominating business. These tools and approaches have been honed from over three decades of advising tens of thousands of CEOs and executives and helping them navigate the increasing complexities and weight that come with scaling up a venture. This workshop is presented so everyone – from frontline employees to senior executives – can get aligned in contributing to the growth of a firm. There's no reason to do it alone, yet many top leaders feel like they are the ones dragging the rest of the organization up the S-curve of growth.

The goal of this Masterclass is to **Align, Accelerate & Advance** your business:

- **Align** – Get faster results with less effort by developing organisational clarity and accountability.
- **Accelerate** – Develop a strategic advantage over your competitors and position your brand as a market leader.
- **Advance** – See your company’s reputation and revenues soar as employees fulfil 100% of all promises.

To accomplish this, Scaling Up Masterclass focuses on The Four Decisions™ areas every company must get right: **People, Strategy, Execution** and **Cash**. This Masterclass, based on the best-selling book, *Scaling Up*, includes a series of new one-page tools including the updated One-Page Strategic Plan and the Rockefeller Habits Checklist™, which more than 40,000 firms around the globe have used to scale their companies successfully – many to \$1 billion and beyond.

This Masterclass will help you and your leadership team in gearing up and preparing to make the most of The Four Decisions™ facing every business leader:

1. Attract and keep the right **PEOPLE**
 - *Become a magnet for A Players who are dedicated to your goals*
 - *Increase accountability and results*
2. Create a truly differentiated **STRATEGY**
 - *Clarify your core values*
 - *Discover your SWOTs and trends*
 - *Determine your 3 – 5 year key strategies to catapult your growth*
3. Drive flawless **EXECUTION**
 - *Learn and apply the Rockefeller Habits 2.0*
 - *Create a culture of accountability*
 - *Fine-tune processes to run without drama*
4. Have plenty of **CASH** to weather the storms
 - *Accelerate cash flow to fuel your evolution*
 - *Improve your sales cycle and make sure you are never short on cash*

Running a business is ultimately about freedom. This workshop shows business leaders how to get their organizations moving in sync to create something significant and enjoy the ride.

AGENDA

Day 1 – 19th February 2020 (Wed)	
<i>Lunch Reception</i>	<i>1230 pm – 1.30 pm</i>
Scaling Up Masterclass – People	1.30 pm – 3.00 pm
<i>Break</i>	<i>3.00 pm – 3.30 pm</i>
Scaling Up Masterclass – People	3.30 pm – 5.00 pm

Day 2 – 20th February 2020 (Thu)	
Scaling Up Masterclass – Strategy	9.00 am – 10.30 am
<i>Break</i>	<i>10.30am – 11.00 am</i>
Scaling Up Masterclass – Strategy	11.00 am – 12.30 pm
<i>Lunch</i>	<i>12.30 pm – 1.30 pm</i>
Scaling Up Masterclass – Strategy	1.30 pm – 3.00 pm
<i>Break</i>	<i>3.00 pm – 3.30 pm</i>
Scaling Up Masterclass – Execution	3.30 pm – 5.00 pm

Day 3 – 21st February 2020 (Fri)	
Scaling Up Masterclass – Execution	9.00 am – 10.30 am
<i>Break</i>	<i>10.30am – 11.00 am</i>
Scaling Up Masterclass – Execution	11.00 am – 12.30 pm
<i>Lunch</i>	<i>12.30 pm – 1.30 pm</i>
Scaling Up Masterclass – Cash	1.30 pm – 3.00 pm
<i>Break</i>	<i>3.00 pm – 3.30 pm</i>
Scaling Up Masterclass – Wrap Up	3.30 pm – 5.00 pm

The above agenda is subject to changes.