

# FOUNDER'S MENTALITY

Micro-battles and  
the Journey to  
Scale Insurgency



## KEY HIGHLIGHTS

- **REDISCOVER THE FOUNDER'S MENTALITY** - understand how to lead your business to gain the benefits of scale; while successfully navigating the complexity that comes from it.
- **REDISCOVER THE ART OF BUSINESS BUILDING** - nurturing scaling capabilities in your business through micro-battles approach to create 'mini-founder' experiences.
- **SHIFTING LEADERSHIP MINDSET** - role model the behaviors of a scale insurgent and lead the change you want to see.

**DO YOU KNOW WHAT IS THE "SECRET SAUCE"** that makes businesses successful at thriving in complexity? In the new era of doing business, why leading family businesses need to behave like '**Scale Insurgents**' – *compete with both scale and speed?*

Join the Conversation with our 3 Speakers and learn why Founders and the next generation need to understand scale insurgency and why the need to rediscover the art of business building through **Micro-battles** – *"the discreet, time-boxed initiatives that rapidly bring strategic choices to action and formulate ways to scale the results"*.

You will learn the potent way to break through complexity and to transform your organization's behaviors – shifting the mindset from control to trust. Micro-battles build the family business' capabilities, and shape its culture to think and act like a scale insurgent.

## WHO SHOULD ATTEND?

**Founders and next generation leaders focused on building and/or scaling businesses.**



# about THE SPEAKERS



## Peter Slagt

Partner,  
Bain & Company,  
Singapore

- Lead our

Founders Mentality, and Full Potential Transformation practices in Southeast Asia and broader APAC across several sectors

- >20 years consulting experience across Asia & Europe, specializing in transformation and change management

- Published more than 30 Bain Insights on Founder's Mentality and Micro-Battles, a few of the most recent being "Micro-battles and the Journey to Scale Insurgency", "Managing the Micro-battles Portfolio", "Founder's Mentality Case Studies", "Founder's Mentality Diagnostic Toolkit".



## Francesco Cigala

Managing Partner,  
Bain & Company,  
Kuala Lumpur

- Managing Partner

of Bain Malaysia and SEA Head of Performance Improvement Practice

- 20 years consulting mainly spent in South East Asia, working across energy industry, chemicals, automotive, agri business, consumer goods, private equity & manufacturing industries

- His perspectives on business in Southeast Asia have been quoted and published in *The Jakarta Post*, *Bangkok Post* and *The Edge* in Malaysia and Singapore

- Holds an MBA from INSEAD and an M.Sc. in industrial engineering.



## Shazrul Asari

Principal,  
Bain & Company,  
Kuala Lumpur

- > 15 years of

consulting and industry experience serving clients in Southeast Asia, Europe and Africa on multiple topics including corporate strategy, operating model and performance improvement

- Prior to Bain, served Shell and BP in KL and London across various roles from software development to commodity trading.

- Notable projects include supporting MY GLCs to start-up 'engine #2' businesses e.g. utility entering telco, Digital Marketplace

- BEng in Electrical & Electronics Engineering, Imperial College London

- MSc in Finance, Imperial College Business School.

## PROGRAMME

### SCHEDULE

- 5.45 pm** Arrival & Registration with light refreshments
- 6.30 pm** **CONVERSATION with 3 SPEAKERS** + Q & A
- 8.00 pm** END OF EVENT



Malaysia Chapter



## REGISTRATION

### REGISTRATION & ENQUIRIES

#### REGISTRATION FEES

Category of Participants	Registration Fees
FBNA Members & Family	WAIVED
FBNA Members' Guests	WAIVED
FBNA Members' Executives	RM100 per participant
YPO Members, Spouses & Next Gen	RM100 per participant
EO Members & Spouses	RM100 per participant

#### REGISTER WITH

For FBNA & EO Members - Taryn Foo • [tarynfoo@fbnasia.org](mailto:tarynfoo@fbnasia.org)

For YPO Members - Callie • [ca@ypomalaysia.org](mailto:ca@ypomalaysia.org) or Faith • [admin@ypomalaysia.org](mailto:admin@ypomalaysia.org)

#### ENQUIRIES :

EVENT CHAMPION : Dr Vincent Chian,  
Next-Gen Chair, Malaysia Country Committee, Family Business Network Asia

EVENT COORDINATOR : Taryn Foo (Dato' Loy's Office) • +6016 211 3998