



*“Shaping Our Future as
Leaders of Innovation”*

ASEAN GLOBAL LEADERSHIP PROGRAM

Berkeley, California, USA 15th-20th June 2014

SRW&Co.
people management consulting

center for
UC Berkeley
executive education

“The one universal imperative for every organization's progress - business, government and nonprofit alike - is innovation. The alternative is stagnation, and that's not acceptable for the customers, clients or societies those organizations serve. And the good news is that every organization has the best resource to respond to that innovation imperative: its people. It's the job of leaders to connect the two.”

*- John Danner -
Program Director*

*“Shaping Our Future as
Leaders of Innovation”*

CONTENT

3 FOREWORD

5 INFORMATION

7 PROGRAM
AGENDA

9 FACULTY &
SPEAKERS

13 PROGRAM
INFORMATION

FOREWORD

FROM THE CEO OF UC BERKELEY CENTER FOR EXECUTIVE EDUCATION AND THE PROGRAM DIRECTOR

Innovation drives the modern enterprise. Leaders of successful firms thrive on capturing the opportunities created by new technologies, new markets, new customers, and new ways of doing business. In this custom-built program on innovation for ASEAN executives, we lead participants through various models of innovation in active use in Silicon Valley and the Bay Area. Over five days, distinguished Haas faculty take a deep dive into innovation's key drivers: collaboration, culture, experimentation, and customer insights. The curriculum includes opportunities to identify potential innovations, build a rapid prototype, pitch an idea, solve real problems in small groups, and visit prominent Bay Area companies. We look forward to welcoming you into the Berkeley network.



DEREK DEAN
CEO
*CENTER FOR
EXECUTIVE
EDUCATION*



JOHN DANNER
*PROGRAM
DIRECTOR*

FROM THE CHAIRMAN & PARTNER OF SRW&Co.

SRW&Co. is very pleased to collaborate with the UC Berkeley Center for Executive Education to launch the first custom-designed leadership development program for top executives and business entrepreneurs in the ASEAN region.

Aptly themed "Shaping Our Future as Leaders of Innovation", this inaugural program will focus on the key topic of Innovation in the globalization context. This is a topic that is very close to the hearts of the top executives and business entrepreneurs in the ASEAN region.

ASEAN as a regional economic bloc is undergoing tremendous changes and challenges revolving around globalization, innovation and entrepreneurship. Hence the program is very timely and relevant in addressing the many changes and challenges that require top executives and business entrepreneurs to adopt a global mindset that is open to innovative approaches and practices in building a sustainable business for their organisations.

The program is also an affirmation of our commitment to provide a world-class leadership development program customized to the needs and challenges unique to the ASEAN region. It complements the other ASEAN Global Leadership Programs that we are offering in collaboration with the other world class business schools. It also represents an excellent learning and networking opportunity for the participants from the ASEAN region, who bring with them tremendous insights through sharing their own unique experiences and knowledge in addressing the many challenges faced by their respective organizations and countries. The global faculty of UC Berkeley who will be facilitating this program will bring to bear the world class expertise both in terms of research and hands on practices for the benefit of the participants.

It is indeed our honour and pleasure in welcoming you to this premium leadership development program. You will enjoy a stimulating interactive learning experience toward applying the innovative design thinking tools and processes to build a sustainable business.



DANIEL WONG
*CHAIRMAN &
PARTNER*
SRW & Co.

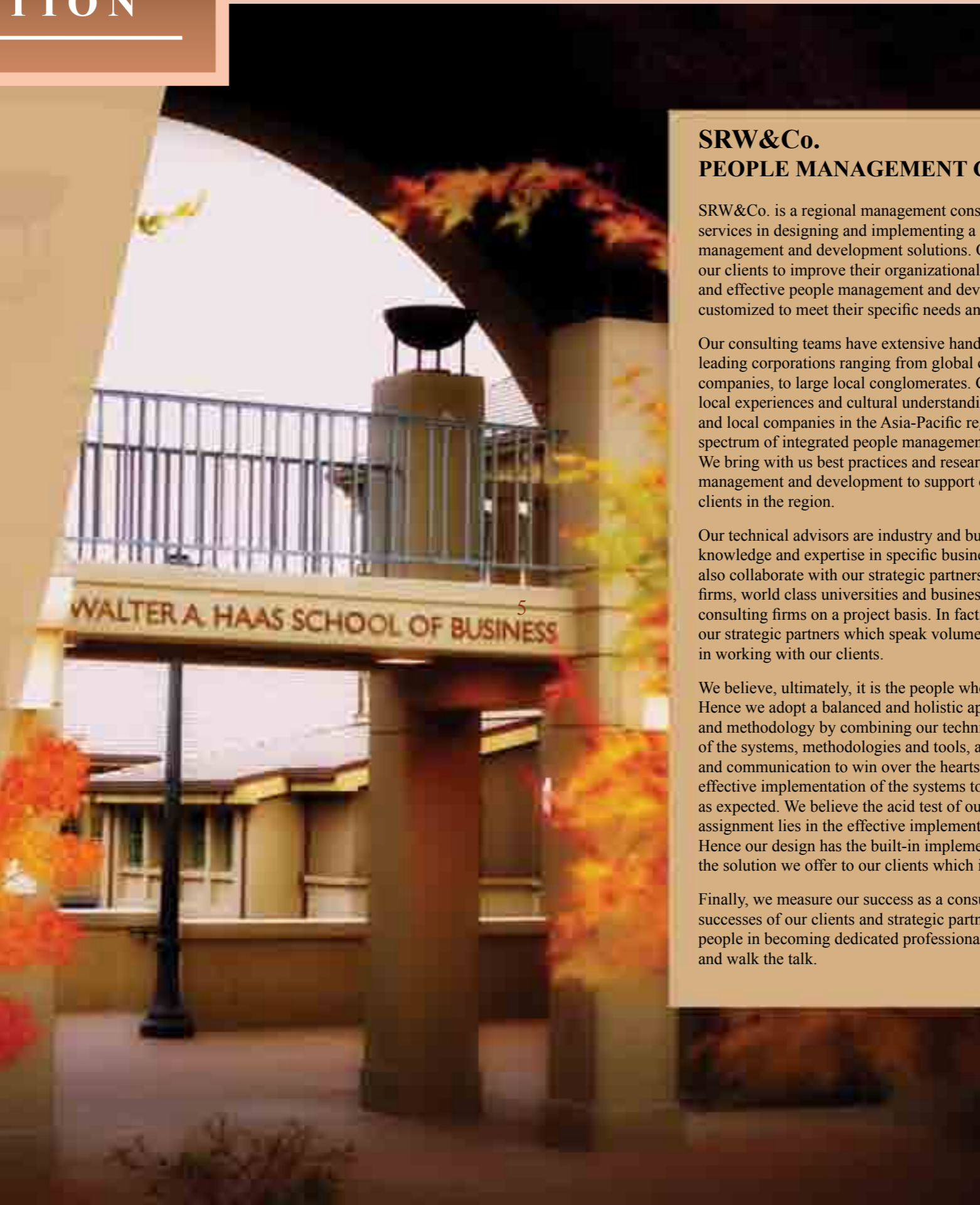


UC BERKELEY, CENTER FOR EXECUTIVE EDUCATION

The University of California's flagship campus at Berkeley is one of the preeminent universities in the world. A catalyst of economic growth and social innovation, the world-class institution is home to distinguished faculty (with 22 Nobel laureates to date), a stellar research library, a national laboratory and more than 350 academic programs. UC Berkeley ranks fifth among the world's top universities in the Times Higher Education magazine of Great Britain's "World Reputation Rankings."

As the second-oldest business school in the United States, the Haas School of Business at the University of California, Berkeley is one of the world's leading producers of new ideas and knowledge in all areas of business — which includes the distinction of having two of its faculty members receive the Nobel Prize in Economics over the past 20 years. The school offers outstanding management education to 2,200 undergraduate and graduate students each year who come from around the world to study in one of its six degree-granting programs. The school's mission is "to develop leaders who redefine how we do business."

The UC Berkeley Center for Executive Education offers a portfolio of programs developed by the most forward-thinking minds in academia and industry. We leverage resources all over campus and the Bay Area business environment to provide one of the most engaging educational experiences available to business executives. Our programs help professionals develop the skills and knowledge to embrace change and catalyze success in their industries.



SRW&Co. PEOPLE MANAGEMENT CONSULTING

SRW&Co. is a regional management consulting firm providing specialist services in designing and implementing a full range of integrated people management and development solutions. Our focus and goal is clear-to help our clients to improve their organizational performance through innovative and effective people management and development practices, which are customized to meet their specific needs and requirements.

Our consulting teams have extensive hands-on experiences working for many leading corporations ranging from global consulting firms, multinational companies, to large local conglomerates. Combining global best practices with local experiences and cultural understanding, we help many leading global and local companies in the Asia-Pacific region to develop and implement a full spectrum of integrated people management and development solutions. We bring with us best practices and research in the field of people management and development to support our custom designed work with clients in the region.

Our technical advisors are industry and business experts who have specialized knowledge and expertise in specific business functions and industries. We also collaborate with our strategic partners comprising leading consulting firms, world class universities and business schools and reputed local boutique consulting firms on a project basis. In fact, even some of our clients become our strategic partners which speak volumes of our partnership approach in working with our clients.

We believe, ultimately, it is the people who will make or break the company. Hence we adopt a balanced and holistic approach in our consulting framework and methodology by combining our technical strength in the custom design of the systems, methodologies and tools, and working on change management and communication to win over the hearts and minds of our clients in the effective implementation of the systems to deliver tangible results and value as expected. We believe the acid test of our deliverables in any consulting assignment lies in the effective implementation of the systems we designed. Hence our design has the built-in implementation module as an integral part of the solution we offer to our clients which is a hallmark of our bench-strength.

Finally, we measure our success as a consulting firm in alignment with the successes of our clients and strategic partners, and the successes of our own people in becoming dedicated professionals who passionately live our values and walk the talk.

Sunday, 15th June 2014

Opening Dinner

Monday, 16th June 2014

Innovation: Getting to “I” Land

- John Danner

The innovation imperative for organizations, developing a working definition of innovation, targets for innovation in your business.

Photo shoot Session

Global Economic Trends and the ASEAN Region

- Steven Weber

Global economic trends and outlook; Asia/ASEAN : major challenges and prospects; US-ASEAN INSPIRE program; US political and economic policies and their impact on Asia/ASEAN.

Customers/Stakeholders (split session)

- John Danner & Mark Coopersmith

The group will be divided into public and private sectors, and each will have its own session.
Track-1 Private Sector: Customers—Finding, winning, keeping and leveraging them.
(Mark Coopersmith)
Track-2 Public Sector: Mobilizing Stakeholders in a Web 2.0 World.
(John Danner)

Designing Solutions: Anticipating What Will Make Your Innovation Work

- Clark Kellogg

An introduction to design thinking tools to learn faster what works with users and customers, and ideas on how to integrate design into your strategy.

Tuesday, 17th June 2014

Campus Tour

Site Visit to Energy Biosciences Institute

- Chris Somerville

The Energy Biosciences Institute is a \$500-million public-private partnership between UC Berkeley and BP exploring new technologies and solutions to the world's energy challenges.

Team: Understanding and Leveraging Your Collaborative Persona

- John Danner & Dan Mulhern

Identifying, mixing, matching and managing different styles to get the benefit of diversity in advancing your innovation initiatives – whether in developing new programs, improving organizational change efforts or improving team performance.

Team: Leading Global Teams With and Toward Innovation

- Dan Mulhern

Modeling your innovation agenda with your team; leadership case studies; lessons and models from different settings; global mindset.

Wednesday, 18th June 2014

Prototyping Rules!

- Clark Kellogg

A hands-on interdisciplinary creative workshop to bring a product/service/solution idea to life to strengthen both your strategy and venture pitch, including various approaches to rapid prototyping.

The Venture Capital Viewpoint: The Silicon Valley Landscape of Investors

- Kurt Beyer

How different kinds of Silicon Valley investors choose where to put their money, and why?

Pitch Clinic: Explaining and Persuading

- Mark Coopersmith & John Danner

The team will present a brief pitch for a particular innovation or venture idea, followed by a critique and suggestions from our Core Faculty.

Thursday, 19th June 2014

Site Visit to Silicon Valley

A full-day Innovation Tour to visit Google or other large tech firm.

Site Visit to Wells Fargo Bank

Free time in San Francisco

Friday, 20th June 2014

Reflections on Site Visits

- John Danner

Discussion of impressions from the site visits/conversations; connecting the dots with the earlier sessions.

A Tale of Two Companies: Sony vs. Apple

- Mark Coopersmith & John Danner

Two specific cases of innovators in the same broad market space – what they do and did right and wrong, and the implications of their lessons for your innovation thinking and strategies.

Collaborators' Clinic: Reflecting on Your Biggest Innovation Challenges

- Core Faculty

Returning to the innovation challenges from Day 1, the core faculty will hear further insights about the biggest obstacles in accelerating innovation inside the organizations, interspersed with suggestions and practical approaches, techniques and strategies from Core Faculty members on how to improve the odds of success.

Synthesis and Review

- Core Faculty

Final thoughts on the themes of the week and ideas for what the participants might do differently when they get back to work.

FACULTY & SPEAKERS

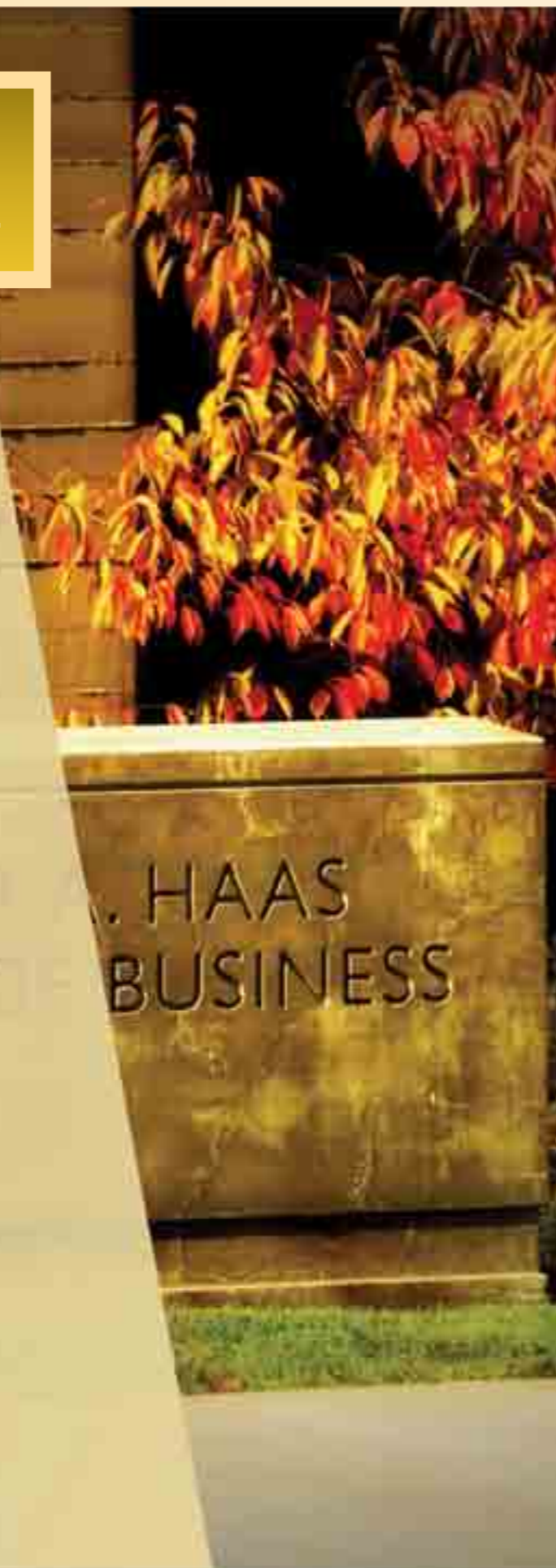
CLARK KELLOGG



Clark Kellogg teaches about the application of design thinking and innovation practices to the disciplines of learning, design and business. He holds appointments in the Haas School of Business, the School of Information and the College of Environmental Design. Clark was the Founding Director of the Cal Design Lab, promoting interdisciplinary and project-based learning campus-wide. Clark is also a Partner in the innovation consultancy, Collective Invention, Inc.

An architect by training, Clark has worked in the design disciplines of architecture, graphic design and product design. He founded Kellogg Communications in NYC, and was the Creative Director of the 130-store Nature Company. Clark was the founding director of the State Street Global Investors Innovation and Communications Lab and became a Principal of the firm in Boston. There, he was the first designer to sit on the Executive Committee of a Fortune 500 company.

Clark has delivered innovation and design thinking workshops in China, Brazil, Italy, and across the US. Clark holds undergraduate and graduate degrees in environmental design and architecture from CCNY and UC Berkeley.



JOHN DANNER

John Danner teaches courses on entrepreneurship, innovation and strategy at UC Berkeley's Schools of Business and Information, as well as the Executive MBA program. He is also an annual Visiting Professor at Princeton University, teaching a campus-wide course on entrepreneurship to address global challenges, in addition to having launched an "Ideas Factory" program for student entrepreneurs and a discussion series on failure as the frequent companion of innovation. John is a senior moderator of leadership seminars for both the Aspen Institute and Federal Executive Institute, he speaks, consults and conducts executive education courses on innovation, strategy and leadership around the world. John has extensive experience directing major consulting, management and policy projects for organizations ranging from Fortune 500 companies and major government agencies to large nonprofit institutions and emerging ventures.

As a management consultant, attorney, entrepreneur and executive, he has helped organizations develop and successfully execute strategic initiatives in rapidly changing environments - including energy, telecommunications, consumer products, high tech, health care, education and information industries. His career has been interspersed with both senior-level public service positions at the state and federal government levels, and startup entrepreneurial ventures in the business publishing and philanthropic fields. TED University, which has become a popular part of the global TED conferences, was also his brainchild. In addition to serving on several advisory boards, he is also a judge for the international Spark Design Awards.

John holds the JD, MPH and MAEd degrees from UC Berkeley and a BA from Harvard College. He is married to his college girlfriend, with whom he has three sons.



STEVEN WEBER

Steven Weber serves as Professor of Political Science and The School of Information at UC Berkeley. In addition, he is a Senior Advisor, Monitor Deloitte.

Steven works at the intersection of technology markets, intellectual property regimes, and international politics. His research, teaching, and advisory work for the last decade have focused on the political economy of knowledge intensive industries, with special attention to health care, information technology, software, and global political economy issues relating to competitiveness. He is also a frequent contributor to scholarly and public debates on international relations and US foreign policy.

Steven went to medical school at Stanford and then got his Ph.D. in the political science department at Stanford. He served as special consultant to the president of the European Bank for Reconstruction and Development and has held academic fellowships with the Council on Foreign Relations and the Center for Advanced Study in the Behavioral Sciences, and was Director of the Institute of International Studies at UC Berkeley from 2003 to 2009.

Over the last 20 years, Steven has advised multinational companies, government agencies, and non-profit organizations on risk analysis, strategy, and business forecasting in the areas of international political risk, technology, and global economic change, in part through Monitor Deloitte in San Francisco and The Glover Park Group in Washington DC. His books include *The Success of Open Source* and, most recently, *The End of Arrogance: America in the Global Competition of Ideas* (with Bruce Jentleson) and *Deviant Globalization: Black Market Economy in the 21st Century* (with Jesse Goldhammer and Nils Gilman).



MARK COOPERSMITH

Mark Coopersmith has spent more than two decades building and advising businesses ranging from VC-backed ventures through global corporations, while also educating the next generation of entrepreneurial business leaders. In his business career he has founded and built a \$150mm division for Sony, led the \$300mm Global Technology Brands group at Newell Rubbermaid, was founding CEO of online payments company WebOrder (now Motorola), and earlier in his career was a strategy consultant with Ernst & Young.

As Managing Director of the Argonauts Group, Mark works with clients such as Intel, DirecTV, T. Rowe Price and Sony, along with early-stage and middlemarket companies, to drive innovation, performance and growth. Mark has spent 10 years on the faculty at UC Berkeley's Haas School of Business where he teaches Entrepreneurship and mentors aspiring entrepreneurs. He is an alumnus of UC Berkeley, where he earned his B.A. and MBA degrees.



KURT BEYER

Dr. Kurt Beyer teaches Entrepreneurship and Innovation for MBAs, undergraduates, and grad students from other Berkeley departments. As part of The Lester Center for Entrepreneurship and Innovation, Kurt's classes have launched many successful Silicon Valley start-ups that began as semester projects in these classes.

Kurt is also an adviser to entrepreneurs and start-ups through Morgan Stanley. He has served as a CEO of his own startup and currently works with Yelp, Marin Software, Incredible Labs, and Socialwire.

Kurt received his Ph.D. from the University of California-Berkeley, Master's degree from Oxford University in England, and attended the U.S. Naval Academy as an undergraduate. After graduating the U.S. Naval Academy Kurt flew F-14 Tomcats for the Navy and received the Navy Commendation Medal and National Defense Medal for his service.



CHRIS SOMERVILLE

Chris Somerville is the Director of the Energy Biosciences Institute (EBI), a research institute at UC Berkeley, Lawrence Berkeley National Lab and the University of Illinois Urbana-Champaign supported by a ten-year \$350M commitment from the energy company BP (www.energybiosciencesinstitute.org).

Chris is the Philomathia Professor in Alternative Energy at UC Berkeley. He was a professor at Stanford University and director of the Carnegie Institution for Science from 1994-2007. He has published more than 230 scientific papers and patents in plant and microbial genetics, genomics, biochemistry, and biotechnology. His current research is focused on the characterization of proteins, such as cellulose synthase, implicated in biomass synthesis and modification.

Chris is a member of the US National Academy of Sciences, The Royal Society of London and the Royal Society of Canada and has received numerous scientific awards including most recently the Presidential Green Chemistry Award, and the Balzan Award which he shared with Elliot Meyerowitz (Caltech). He cofounded six scientific journals and cofounded three biotechnology companies, Mendel Biotechnology, LS9 Inc, and Poetic Genetics.



DAN MULHERN

President of Granholm Mulhern Associates

Dan Mulhern is a nationally recognized expert in leadership and organizational culture. Mulhern has worked with a great range of organizations, corporations and government groups.

Through his work as a public speaker, radio personality, writer, leadership coach and consultant, Dan has inspired thousands to lead with their best self. Dan has written two books on leadership: *Everyday Leadership: Getting Results in Business, Politics and Life and Be Real: Inspiring Stories For Leading at Home and Work*, and is co-author with his wife, former Michigan Governor Jennifer Granholm of *A Governor's Story: The Fight for Jobs and America's Future*. The book discusses leadership during difficult times and periods of intense change, focusing in particular on how Granholm led Michigan out of its major economic meltdown.

Dan is an honors graduate of Yale University and Harvard Law.



PROGRAM INFORMATION

TEACHING VENUE

The course will take place at the Haas School of Business, University of California Berkeley. Each day, breakfast, lunch and afternoon refreshments will be offered. The Haas School building is designed by the renowned architect Charles Moore and built in 1995. It is a mini-campus of three connected buildings set around a central courtyard. The buildings were designed to create a sense of community by fostering business and educational interactions among students, faculty, staff, and visitors.

LOCATION

Center for Executive Education
Haas School of Business
University of California, Berkeley
2220 Piedmont Ave.
Berkeley, California

WHO SHOULD ATTEND?

This program is aimed at those senior executives who have responsibilities for strategic leadership and for improving their company's performance. Particularly, this program is very relevant to CEOs, members of Boards of Directors, members of Boards of Commissioners or senior executives who are about to assume top management positions. The program is applicable for executives working in both the public sector and the private sector across industries.

OPENING RECEPTION & GRADUATION DINNERS

Our Opening Reception will take place on the UC Berkeley campus at the Haas Business School Wells Fargo Room. It features an elegant craftsman design, high ceilings, and spacious balconies on either side overlooking the Haas School of Business and the UC Berkeley campus.

Our Graduation dinner and certificate presentation ceremony will be held at the Berkeley International House—a multicultural residential center for international students and scholars from around the world. Its mission is to foster intercultural respect, understanding, lifelong friendships, and leadership skills to promote a more tolerant and peaceful world.

CAMPUS TOUR

Led by expert student guides who know the university and the nuances of student life, a campus tour is ideal for anyone wishing to learn more about the university. Tour will include visits to the iconic Campanile Esplanade, Sproul Plaza, and Free Speech Movement Café. The tour will end with a visit to the Energy Biosciences Institute—the largest public-private partnership of its kind in the world, created to apply advanced biological knowledge to the area of bioenergy development.

TRAVEL & ACCOMODATION

The cost of travel, accommodation and visa will be borne by the participants.

We will recommend the hotel within walking distance to the campus. We suggest all participants make hotel reservations as early as possible to secure rooms during summer peak season.

REGISTRATION

Applications are accepted on a first-come, first-served basis. Early registration is recommended.



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