

# Executive Summary

# Making Sense For 2009 And Recession Proofing Your Business

24 Feb 2009, Furama Riverfront, Singapore

Conducted by:

**Manoj Sharma**

*Global Thought Leader, Organization Strategist  
and Business Coach*

## Making Sense For 2009 - An Executive Summary Of What Is Significant

We are in the midst of the greatest economic crisis of our times. To those in the know, things have never looked bleaker. The experts suggest the time horizon to a complete recovery is uncertain at best.

Yet, in the face of some very real problems, issues, difficulties, obstacles and challenges, history has repeated shown us that one thing is for sure. The very smart, will come out of this economic crisis on top and in better shape than ever before.

- *How prepared are you, as a leader of your organization, as a leader of your team, as a leader of today to make the best out of the challenges ahead of you?*
- *What are the implications present economic situation for you and your organization?*
- *What are the lessons you can learn from the past?*
- *How can you come out on top and emerge stronger out of this volatile situation?*
- *How can you capture more mindshare and market share for your organization (not by cost-cutting)?*
- *What and where are the 'hidden' opportunities that you can leverage on?*

In the world of business, it pays to know what the future holds. In the world of business, you are either ahead of the curve or struggling to stay alive. In the world of business, the future belongs to those who can see the future coming from a mile away, today.

This impactful, dynamic and insightful half-day session on **Making Sense For 2009 and Recession Proofing Your Business** is an Executive Summary that is a must-attend for each and every leader in your organization to attend, so they can integrate into all your organization wide decision-making processes and be engaged to perform in the present.

## Key Highlights of Executive Summary:

- The Present Economic Situation
- The Main Causes Of The Situation
- The Capital Markets
- The Stock Markets
- The Cash Flows
- The Credit / Debit Situation
- The Balance Sheet Risks & Rewards
- The Profit / Loss Situations
- The Stability & Volatility Trends
- The Openness & Protectionism Balance
- The Industry Implications
- The Government Involvement
- The Regulation & Deregulation Situation
- The Consumer Mindset
- The Market Opportunities
- Your Investment Portfolio
- Your Opportunities
- Your Action Plan

## REGISTRATION

**Fees: S\$395 nett per person**

*Register by 31 Jan 2009 and enjoy \$50 discount*

*Enjoy team discount when you register 3 persons and above.*

*For enquiries / registration, contact:*

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### Learning From The Past

- The Principles Of Business Cycles
- All You Need To Know About Recessions
- When Is The Turning Point At Hand

### Performing In The Present

- Consolidating Your Resources
- Engaging Your Customers
- Out Thinking Your Competition

### Profiting From The Future

- Serving Your “New” Customers
- Optimizing Your “New” Value Propositions
- Increasing Your “New” Share Of Wallet & Market

## Your Workshop Leader

Manoj Sharma is a World Class Organization Strategist. He assists organizations, teams and individuals to be financially and non-financially wealthier through a series of incredibly “spot on”, fully customized strategic initiatives. Mr. Sharma is also the Founder, CEO and Head of Faculty of DifferWorld.com, an international strategic profitability, performance and fulfillment consultancy.

Over the years Mr. Sharma has earned a reputation for not just being a global thought leader, but also his reputation for delivering world class initiatives that assist the global who’s who win in their fields of endeavour is fast becoming legendary.

Mr. Sharma has extensively worked with tier one organizations and leaders across Asia, Europe, Oceania and The Middle East, as a Strategic Consultant, Executive Director, Group Business Development Director, Marketing & Communication Director, Content Director and more. As such he brings with him a truly global perspective with an intimate appreciation of local challenges.

### Who Are Some Of The Organizations He Has Assisted?

His initiatives have exponentially benefited some of the top global brands such as...

Accenture, Alcatel, American Express, A&W Restaurants, Cisco Systems, CAAS, CitiBank, Daikin Industries, DBS Vickers Securities, Deutsche Bank, Ernst & Young, FedEx, Fuji Xerox, General Electric, Hewlett-Packard, Hiab, HSBC, IBM, IDA, Intel, JP Morgan, Kalmar, KFC, KPMG, Lee Kuan Yew School of Public Policy, Long John Silver’s, MacGregor, Merrill Lynch, Microsoft, Nokia, Singapore Ministry of Education, Motorola, Nanyang Technological University, Philips, Pizza Hut, Raffles International, PricewaterhouseCoopers, Reuters, Samsung, Singapore Airlines, Singapore Economic Development Board, Starbucks, Singapore General Hospital, Singapore Management University, Singapore Technologies, Singapore Tourism Board, ST Microelectronics, Sumitomo Mitsui Banking Corp, Sybase, Taco Bell, The Coca-Cola Company, The Walt Disney Company, Union Bank of Switzerland, United Overseas Bank Kay Hian, Young Arab Leaders, and more...

## Upcoming Programmes

20 Feb 2009

### Creating A World Class Culture of Service Excellence

- *Awakening The Heart Of Service Across Your Organization*

24 Feb 2009

### Executive Summary:

### Making Sense for 2009 and Recession Proofing your Business

24 Feb 2009

### Expressing You: 5 Easy Steps to Confident Communication

26 Feb 2009

### Speeding Up During the Slow Time and Power Marketing on Small Budget

4 - 5 Mar 2009

### Being A World Class Business-To-Business Sales Professional

- *Selling Without Selling*

12 - 13 Mar 2009

### Women's Empowerment and Leadership Forum

12 - 13 Mar 2009

**Mastering the Language of Leadership:**

How to be a World Class Communicator

23 -27 Mar 2009 (Singapore)

30 - 3 Apr 2009 (Malaysia)

**Maintenance Certification Bootcamp**

18 May 2009

**Coaching and Developing Your Team for Maximum Contribution**

*The Dance of Management - When to Step in, When to Step Out, and How to Do So*

19 - 20 May 2009

**Supervisory Skills for Supervisors and Managers**

20 May 2009

**SAAP 2009 - Masterclass A:**

How to Communicate and Work with Anyone Effectively and Powerfully

21 May 2009

**SAAP 2008 - Masterclass B:**

The Making of a Super Admin / Office Professional

22 May 2009

**SAAP 2008 - Masterclass C:**

Effective Time and Task Management Techniques for Improving Work Performance

22 May 2009

**Developing and Enhancing Social and Community Leadership**

25 May 2009

**The Secrets of Superior Service with Ron Kaufman**

30 Jun - 1 Jul 2009

**Presentation Skills for Technical Professionals**

15 - 16 Jul 2009

**Achieving Operational Excellence**

30 Jul - 1 Aug 2009

**Women's Renewal Leadership Retreat**

18 Aug 2009

**Building a Service Culture that Sizzles & Succeeds with Ron Kaufman**

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Thinking of a unique retreat for your team / organization, how about having it on board a cruise ship? Manoj has a special programme called **"Adventures on the High Seas - A World Class Team Building and Bonding Experience."** Please contact us for more details.