

95% The Culture Consultancy & Malaysia SME present

# NAVIGATING UNCERTAINTY

How To Achieve Optimum Performance

27th February 2017 • Monday • 2.00pm - 5.00pm • Qliq Hotel Damansara Perdana

Event Organiser



Media Partner

**MALAYSIA SME**

Event Sponsor



95% The Culture Consultancy & Malaysia SME present

# NAVIGATING UNCERTAINTY

## How To Achieve Optimum Performance

27th February 2017 • Monday • 2.00pm - 5.00pm • Qliq Hotel Damansara Perdana

For the very first time, we bring you two renowned experts on building a High Performance culture from United Kingdom and Canada. Together with Janet Lee, CEO of 95% The Culture Consultancy, they will unpack how business leaders can activate high performance and build the kind of culture that drives business growth, even in challenging times.

### KEY TAKE-OUTS

- **The Power Of Culture In Any Organisation**
  - How Culture impacts the bottom-line
  - Why some leaders reap breakthrough results, and others don't
- **The Map To Achieving High Performance**
  - How to begin changing your culture : A **cheat sheet** of what to expect, what to look for and where to start
  - **Common mistakes** : Where people get stuck when trying to change their culture
- **Cultural Entropy** : What many organisations are suffering from. The symptoms – high attrition, low employee loyalty, and high employee disengagement.
- **The 4 Keys To Culture Installation** : A practical framework that you can use to install the desired culture in your company.

This programme is only for senior management of SME companies.

Event Organiser



Media Partner



Event Sponsor



“ Culture matters, enormously.

Studies have shown again and again that there may be no more critical source of business success or failure than a company's culture – it trumps strategy and leadership.

That isn't to say strategy doesn't matter, but rather that the particular strategy a company employs will succeed only if it is supported by the appropriate cultural attributes. ”

Booz & Company  
*Why Culture Is Key*

Event Organiser



Media Partner



Event Sponsor



## Why some leaders get results and others don't.

Strategy is important, but it's not everything. You can have the best strategy on paper, but without top-notch execution, you can't win. This is where Culture comes into play.

Culture determines commitment, personal investment and performance. When not managed well, business leaders find themselves demanding for more, only to be met with lukewarm response and compliance.

In our work, we see time and time again how Culture shapes Business. Companies may plan for growth, diversity, quality, productivity and even profitability; but when the operating culture does not support the change, leaders will not get the results they desire.

If you want a different result, something's got to change. If not the culture, then what?

## Change The Culture, Change The Game.

What is your organisation's default culture?

Ask yourself this: If everyone in the organisation continues to think and act in the same manner as they do today, can you expect to achieve the results you need to achieve?

If your answer is a resounding no, then instead of changing the strategy, you may want to consider changing your organisation's culture.

## ROI : How Culture Drives Business

Either you manage your culture, or it will manage you. Business leaders who manage their company culture well stand to reap these results:

- Enhanced teamwork and trust
- Effective communication and dialogue
- Thorough execution and follow-through
- Sharper clarity
- Tighter focus on results

Conversely, when companies do not manage their culture, energy and resources will be wasted. There will be lackluster performance, resulting in sinking profits and unmet shareholder expectations.

Event Organiser



Media Partner



Event Sponsor



“ In our work, we continually meet people, at every level of an organisation, who get batted around by their company’s culture.

Their culture undermines their attempts to get the results they want. They long for stronger customer focus, but they can’t get it. They desire diversity, but they can’t create it. They appreciate the need for regulatory compliance, but they can’t attain it. They plan for growth, quality, productivity, and profitability, only to end up disappointed by a lack of performance.

When the culture is not working, it poses a formidable obstacle to achieving results. ”

Roger Connors & Tom Smith

*Change The Culture, Change The Game*

Event Organiser



Media Partner

**MALAYSIA SME**

Event Sponsor



# KEY TOPICS

## THE MAP TO HIGH PERFORMANCE

*By Phil Clothier*

*CEO of Barrett Values Centre (United Kingdom)*

- Insights on how to map and measure company culture
- A cheat-sheet of what to expect, what to look for and where to start
- Common mistakes : where people get stuck – and how you can navigate around them

## CULTURAL ENTROPY: THE UNTAPPED POTENTIAL IN YOUR COMPANY

*By Joanna Barclay*

*CEO of Culture Leadership Group (Singapore)*

You have a valuable resource in your company – you are paying for it, but you are not using it. Joanna will zero in on this blind spot – cultural entropy. She will explain what it is, what causes it and how you can disarm it to activate engagement and drive.

## 4 KEYS TO CULTURE INSTALLATION

*By Janet Lee*

*CEO of 95% The Culture Consultants (Malaysia)*

Janet will share a practical framework that you can use to install the desired culture in your company and make it stick. Your culture transformation journey will be clearer and more purposeful with this structured approach.

Event Organiser



Media Partner



Event Sponsor



# SPEAKER PROFILE

## Phil Clothier

Chief Executive Officer  
Barrett Values Centre (United Kingdom)

Phil is the CEO of Barrett Values Centre, an international organisation currently working through a consulting network in over 90 countries. He works with leaders to bring about ethical, sustainable transformation.



The core products of the organisation are the Cultural Transformation Tools. These tools have been used in over 6000 organisations to support leaders in understanding the people and the culture and to create new conversations that have a positive impact on employee fulfilment, customer satisfaction and overall organisational success and sustainability.

Phil has worked with corporations, governments and NGOs around the world and has been an advisor on National Values Assessments in over 25 countries. In Latvia and Iceland the results of the values assessments have been instrumental in reorienting public policies.

Phil serves as a Supervisory Group member for AIESEC International, the world largest student run organisation focused on creating the leaders of tomorrow. As a member of the United Nations Association he is a passionate advocate and activist for the Global Goals for Sustainable Development.

### About Barrett Values Centre

Barrett Values Centre® provides powerful metrics that enable leaders to measure and manage the cultures of their organisations, and the leadership development needs of their managers and leaders.

The core products of the organisation are the Cultural Transformation Tools® (CTT). The Cultural Transformation Tools have been used to map the values of over 6,000 organisations and 3,000 leaders in 94 countries. The Cultural Transformation Tools are used by corporations, NGOs, government and municipal agencies, communities, schools and nations. The CTT values assessment instruments are available in over 50 languages.

Event Organiser



Media Partner



Event Sponsor



# SPEAKER PROFILE

## Joanna Barclay

Chief Executive Officer  
Culture Leadership Group (Singapore)

Joanna Barclay is CEO of the Culture Leadership Group, an International Speaker, Corporate Leadership Consultant, Certified Professional Facilitator, Media Contributor, and Author of *Conscious Culture – How to Build High Performing Workplace through Values, Ethics and Leadership*.



With 30 years of experience in business transformation working with leadership teams, resulting in high-performing, values-driven organisations, she is passionate about empowering leadership teams to achieve the full potential of themselves and their organizations.

Through her work as a certified cultural transformation consultant and former Director of the TLEX Program (Transformational Leadership for Excellence), she understands the human dynamics of change, and the life force energy in values that drive excellence and superior performance.

### About Culture Leadership Group

With 30 years in business transformation, the Culture Leadership Group works closely with cross functional teams. Their passion lies in igniting inspiring visions, facilitating active participation for organisational change, aligning strategic objectives, and developing resourceful teams and leaders. The first 15 years were spent in the IT Industry working with leadership teams to implement new technology. And the latter, working with leadership teams, facilitating change, building high performing, and value-driven organisations. Their goal is to help organisations achieve their full potential, where people take ownership, build commitment and bridge communication gaps. The Cultural Leadership Group ensures successful transformation from concept through to implementation.

Event Organiser



Media Partner



Event Sponsor



# Speaker Profile

## Janet Lee

Chief Executive Officer

95% The Culture Consultancy



Award-winning advertising maven Janet Lee accomplished all her dreams in her 20 years of being in the advertising industry. Never one to rest on her laurels, she has founded several businesses since then and in the recent years ventured into pioneering the subject matter of Corporate Culture Transformation in Malaysia. Janet is one of the first Malaysians to be a certified consultant of the UK-based Barrett Values Centre's Culture Transformation Tools (CTT).

95%, Janet's brainchild, is a culture consultancy with the vision of turning workplaces to joyplaces. As a lead consultant and performance coach, Janet works closely with C-suites to shift cultures to deliver business results in the shortest amount of time. Her clients appreciate the bespoke approach and commitment to ensure that culture drives business.

### About 95% The Culture Consultancy

Turning workplaces into joyplaces; that is 95%'s powerful vision for companies. As a coaching and consultancy company in the area of culture transformation, 95%'s key strength is the ability to solve management's biggest challenges in building a high performance culture. 95% are experts at understanding why people don't perform and have consistently achieved breakthroughs in changing people's mindsets and attitudes as well as helping companies enhance their working environment. With 15 years of experience in experiential training and coaching, 95% has worked with more than 130 companies including Multinational Corporations, Government Owned Companies and Small & Medium Enterprises.

Event Organiser



Media Partner



Event Sponsor



# Further Information

## FEE

**Normal Fee** RM 350 + 6% GST per participant

**Early Bird Fee** RM 250 + 6% GST per participant (Deadline : 10th February 2017)

The programme fee includes handouts and talk materials, and is payable in full prior to the commencement of the programme.

To register for the programme, visit : <http://tiny.cc/navigatinguncertainty>

## PAYMENT METHOD

Participants may choose to pay via Paypal, cheques or direct bank-in.

All cheques must be crossed and made payable to:

NINETY FIVE PERCENT SDN BHD

Bank : Hong Leong Bank Bhd

Account No : 04 800 213 756

Branch : Bangsar Baru, Kuala Lumpur

Bank address : No. 37, Jalan Telawi 3, Bangsar Baru, 59100 Kuala Lumpur.

Swift Code : HLBBMYKL

## Cancellation Policy

Any cancellation is non-refundable. However, participants that wish to cancel may nominate a substitute from senior management to participate in the programme.

## ENQUIRIES

Ninety Five Percent Sdn Bhd

Suite 2.02, 1 Jalan Medan Setia 1,

Bukit Damansara, 50490, Kuala Lumpur.

Telephone : 03 2095 2995 / 1995

Website : [www.95percent.co](http://www.95percent.co)

## Contact Person

Priscilla Chew ([priscilla@95percent.com.my](mailto:priscilla@95percent.com.my) or 017 215 3855 )

Jonathan Chu ([jon@95percent.com.my](mailto:jon@95percent.com.my) or 016 697 9877 )

Event Organiser



Media Partner



Event Sponsor



“ Experienced leaders know that changing the culture can mean changing the game by growing faster than your rivals, beating a bad economy, revolutionising the value proposition of your organisation, or a host of other competition-beating achievements.

Managing the culture so that it produces the results you are looking for has become an essential role of leadership and a core management competency. Neglect it at your peril. ”

Roger Connors & Tom Smith

*Change The Culture, Change The Game*

Event Organiser



Media Partner

**MALAYSIA SME**

Event Sponsor



Event Organiser



Media Partner



Event Sponsor

