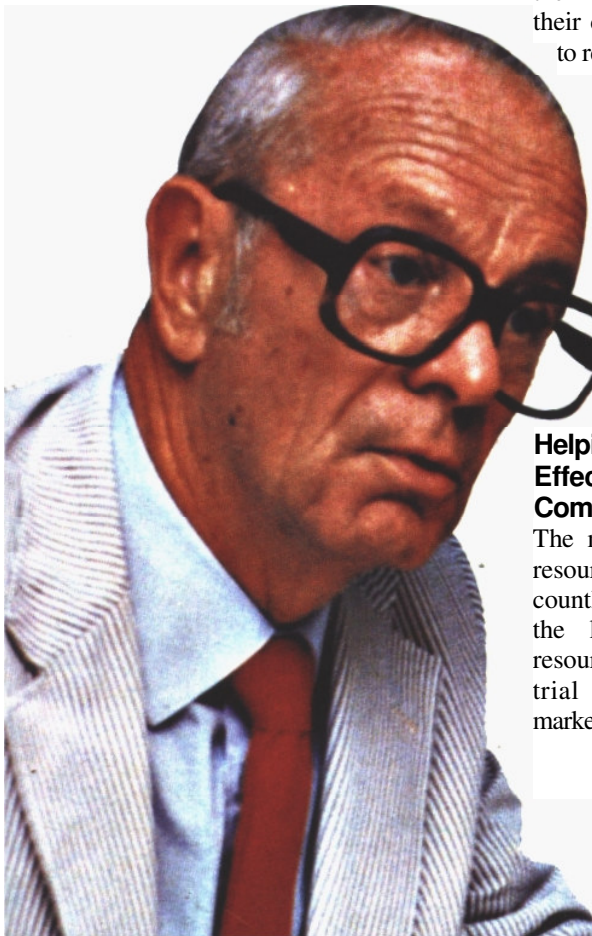


**What all Winning CEOs Must Know:**

# **The Discovery Journey to Achieving Bigger, Better and Faster Business Results**

**Recognising the importance of enhancing business performance in today's competitive world, NUSS is launching joint initiatives with leading strategic management consultancy firm, Ansoff Associates Asia, to help NUSS CEO members tackle their demanding challenges. The visionary partnership gave birth to the NUSS-Ansoff CEO RoundTable. In this issue, we take a peek at NUSS-Ansoff's exclusive Strategic Success Formula Workshop.**



CEOs have to shoulder the formidable task of sustaining profitable growth year after year to enhance the value of their organisations. Today, as we shift from a stable environment of yester era into a discontinuous one, this challenge has become increasingly difficult. With higher levels of complexity, speed of change and novelty, our discontinuous environment presents CEOs with a myriad of new challenges and uncertainties. This means that their past knowledge and experience cannot be extrapolated to help them navigate, much less thrive in this sea of change.

## **Key Success Discovery: Strategic Transformation**

To be successful in this new economy, CEOs will need to engage their organisations to continually adapt their strategies to the changes, or more specifically, to continually and strategically transform. In Strategic Transformation, CEOs would need to lead their companies to review their environment, renew their strategy, redesign their capability and manage resistance to change to realize the new strategy.

Leadership, Strategy and Capability are key success ingredients in Strategic Transformation. Winning CEOs are the ones who lead their companies onto a new discovery journey of Strategic Transformation successfully. Ansoff Associates which has been helping CEOs and their companies worldwide to transform successfully is sharing its rich consulting experience with NUSS CEO members.

## **Helping CEOs Build Leadership Effectiveness to Transform Their Companies with CEO RoundTable**

The market today is replete with management resource and CEOs are bombarded with countless prescriptions. But CEOs do not have the luxury to plough through voluminous resource to sift and explore the prescriptions by trial and error. In today's unforgiving marketplace, a mistake can be deadly.

**IGOR ANSOFF**  
world-renowned Pioneer and  
Father of Strategic Management

What CEOs critically need is real-time, real world knowledge and experience that is effective and directly relevant to their businesses. Progressive CEOs are realising that with the hasten speed of change, they would have to acquire new knowledge and experience fast to keep up with discontinuities and changes.

The CEO RoundTable offers participating CEOs the platform to achieve this and more.

The CEO RoundTable, which is an integral part of total service offered by Ansoff Associates Asia, is exclusively tailored to enhance CEOs' leadership and management effectiveness to win in today's marketplace. It leverages on Ansoff's knowledge-based methodology and peer group dynamics.

Recognising the value of such a programme to CEO members, NUSS embraces the CEO RoundTable initiative and join forces with Ansoff Associates Asia.

### Strategic Success Formula Workshop

The exclusive 17 January 2006 workshop brought to you by NUSS-Ansoff CEO RoundTable imparted insights on one of its powerful methodology: the world-acclaimed Strategic Success Formula.

Igor Ansoff, the world-renowned guru on strategic management proved that for a company to optimise its competitiveness and profitability, it has to align its strategy and capability with the environment. Igor uses different turbulence levels to help companies understand their own environments and the corresponding strategies and capabilities needed for the different levels. Company's strategy and capability constantly needs realignment as its environment moves from one turbulence level to another.

Understanding the different turbulent levels in the environment is therefore the critical first step towards achieving sustainable success. During the workshop, participating CEOs gained knowledge on the Strategic Success Formula to help them assess their own business environments and diagnose the set of key success factors required for their businesses. Strategic Success Formula is one of the methodologies used in the NUSS-Ansoff CEO RoundTable.

Using Strategic Success Formula as a common platform, Ansoff facilitated participating CEOs in a "CEO Issue Session" to discuss and diagnose their issues in greater depth with the knowledge gained from the Strategic Success Formula.

From the "CEO Issue Session", participants experienced for themselves the power of like-minded peer group enabled by the common language (in this case, the Strategic Success Formula) and



Honorary Secretary Mr Lai Kim Seng welcomes participants at the first NUSS-Ansoff CEO Roundtable session

intention. "CEO Issue Session" is an important component of CEO RoundTable. With Ansoff chairing the CEO RoundTable, the synergistic dynamics from the CEOs exchange flourished.

Many CEOs are at the point in their businesses where they need advice and strategic thinking beyond their day-to-day operations. CEO RoundTable's proven framework harnesses the synergistic CEO exchange and converts it into powerful group dynamics where CEOs are continually energised with ideas and insights that help their businesses move forward.

With all the tremendous benefits achievable with the CEO RoundTable, all progressive CEOs should join the CEO RoundTable. But their biggest obstacle is allocating time to participate. Those who did discover that the CEO RoundTable makes the most out of their valuable time to truly focus on their work as a CEO, operationally and strategically.

As a result, many CEOs have enhanced their leadership and management effectiveness manifold and increased their corporate performance. Without a doubt, the CEO RoundTable goes a long way to help CEOs emerge winners in today's business environment. TG

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*The next Ansoff workshop is scheduled for 23 Mar, 2.30pm at KRGH.*

*Fees: \$120 + 5 % GST inclusive of dinner*

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Interested CEOs who have missed the workshop or have any enquiries may contact Ansoff Associates Asia at:

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