



ASEAN GLOBAL LEADERSHIP PROGRAM

New York, USA, 16th - 20th April 2018

*“Transforming ASEAN Organizations:
The Leadership Imperative”*



Executive Education

SRW&Co.



Eitan Zemel

Vice Dean of Global and Executive Education, NYU Stern

NYU Stern's Executive Education programs are committed to the belief that a global approach to education is integral for today's business leaders. We are supported in this mission by our access to NYU's unique global network, with its numerous hubs around the world. This approach allows the AGLP participants to benefit from a very vigorous, active and truly global exchange of ideas, knowledge, and points of view.

Throughout the ASEAN Global Leadership Program, you will have access to some of our most celebrated faculty and participate in stimulating conversation on key topics for both the ASEAN region and the global economy.



Naomi Diamant

Program Co-Director

Designed with global business leaders in mind, your program focuses on four main themes: Globalization, Innovation, Entrepreneurship and Leadership. We believe these four pillars best articulate the challenges that today's business leaders are facing and will continue to face in the future.

Our program fosters deep, collaborative conversation with hands-on sessions and faculty-led dialogue that will be immediately applicable to your respective organizations and reflect today's fast-paced market.



Luke Williams

Program Co-Director

Leveraging New York City as a global hub of innovation and entrepreneurship, you will be exposed to a breadth of knowledge from Stern's leading faculty and will engage with practical examples of leadership and innovation through practitioner discussions from leading entrepreneurs, and company visits to a start-up technology firm and financial institutions.

FOREWORD



Peter Blair Henry

Dean, NYU Stern School of Business

On behalf of the NYU Stern School of Business, we are delighted to welcome you to campus and honored to host such an esteemed group of senior executives from South East Asia for the ASEAN Global Leadership Program.

The ASEAN region plays a critical role in driving economic growth and prosperity both regionally and globally. Here at Stern, we believe in the power of business as the greatest force to create value in the world.

Equally important is our commitment to inspire the leaders who will harness the tools of business to benefit all stakeholders in an ever-changing global business environment. We look forward to a long collaboration with SRW&Co. and to an enriching week of idea exchange and discussion.



Daniel Wong

Chairman & Partner, SRW&Co.

SRW&Co. is pleased to launch our ASEAN Global Leadership Program (AGLP) in collaboration with NYU Stern in the spring of 2018.

This is another significant milestone in the history of our AGLP since we launched our very first AGLP in 2009. To date, we had launched a total of 17 editions of our AGLP with 5 global business schools across Asia, Europe and USA. Our AGLP alumni comprise 300 top executives at the C-Suite and Board level from both the corporate and public sectors in South East Asia. The programs are well attended, and have received consistently positive feedback from the participants.

The AGLP is also a learning and sharing platform for the participants to reflect on their important role as leaders in transforming their organizations and people within. Specifically, they will address the challenges and opportunities arising from the formation of the ASEAN Economic Community (AEC) and share their experiences and insights with their fellow participants. Hence the themes of AGLP focusing on Globalization, Innovation, Entrepreneurship and Leadership are very relevant to the leaders in the region.

We are committed to working with NYU Stern to further strengthen our consortium of global business schools in contributing to the mission of executive development in the South East Asia region. On behalf of NYU Stern and SRW&Co., I would like to extend a warm welcome to the first intake of our AGLP participants in the spring of 2018 and we look forward to giving you all an enjoyable and fruitful learning experience.



NEW YORK UNIVERSITY STERN SCHOOL OF BUSINESS

NYU Stern, located in the heart of Greenwich Village, is one of the nation's premier management education schools and research centers. NYU Stern, whose faculty includes three Nobel Laureates in Economics, offers a broad portfolio of programs at the graduate and undergraduate levels, all of them enriched by the dynamism, energy and deep resources of one of the world's business capitals.

With its global partnerships and engagement in NYU's global network, today NYU Stern is not only in and of the city, but also in and of the world. With more than 105,000 alumni located in 125+ countries, NYU Stern's global alumni network is one of the largest and most successful alumni bodies of any business school.

NYU Stern faculty are among the most esteemed scholars. Social Science Research Network (SSRN) rates the School #1 among the top 1,000 business schools for new downloads of research within the last year.* Similarly, NYU Stern is ranked #3 in the world for its research productivity.**

**As of July 2017*

***University of Texas at Dallas, Research Contribution 2012-2016 in all A-level journals*

SRW&Co.

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 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 experience 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 design work with clients in the region.

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 and working on change management and communication to win over the hearts and minds of our clients in the effective implementation of the systems. We believe the acid test of our deliverables in any consulting assignment lies in the effective implementation of the systems we designed to deliver tangible results and value. Hence our design has the built-in implementation module as an integral part of the solution we offer to our clients which is the 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 deliver at their best to meet (and exceed) our clients' expectations.



PROGRAM INFORMATION



NEW YORK CITY

New York City comprises five boroughs sitting where the Hudson River meets the Atlantic Ocean. At its core is Manhattan, a densely populated borough that's among the world's major commercial, financial and cultural centers. Its iconic sites include skyscrapers such as the Empire State Building and sprawling Central Park. Broadway theaters are staged in neon-lit Times Square. Its ethnic and cultural diversity and vibrant mix of world influences might be one reason why New York City attracts millions of visitors each year.

TEACHING VENUE

At the intersection of world business, policy and culture, NYU Stern harnesses the energy of global business hubs to immerse students in hands-on learning opportunities. Located in the heart of Greenwich Village in downtown Manhattan, NYU Stern is a short distance to major financial organizations on Wall Street, cutting-edge startups in Silicon Alley, corporate headquarters in entertainment and media, leading management consulting firms, and more. Situated in the heart of the international business ecosystem that is New York City, NYU Stern's proximity offers unparalleled access to the leaders of next-generation startups as well as executives from multinational companies.



REGISTRATION

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

TRAVEL & ACCOMMODATION

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

We will recommend hotels within walking distance to NYU Stern's campus. We suggest all participants make hotel reservations early as possible to secure rooms during the program period.

WHO SHOULD ATTEND ?

This program is aimed at those senior executives who have responsibilities for strategic leadership and improving their company's performance.

Particularly, this program is very relevant to CEO, members of Boards of Directors, members of Boards of Commissioners of 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.



PROGRAM AGENDA & SYNOPSIS



MONDAY, 16th APRIL 2018

Opening Ceremony & Program Overview

Globalization and Emerging Economies

- Professor Thomas Pugel

This session will review the fundamental forces that move the global economy in real world settings. It is designed to provide business leaders with a systematic understanding of critical aspects of the global business environment. Participants will examine core macroeconomic concepts with a focus on the role of international trade and finance. In particular, they will examine the economic and political dynamics of emerging markets. They will discuss what the major challenges of today's global economy are.

Strategy for Executives: Creating & Capturing Value in a Competitive Environment

- Professor Sonia Marciano

Building and managing a successful organization requires careful consideration of how to create real, unique value for customers and the ability to capture some of that value to be profitable. This opening session provides the foundation for managers to think strategically about their organization's value proposition.

TUESDAY, 17th APRIL 2018

Program Integration

- Professor Naomi Diamant

Each morning, Professor Diamant will synthesize the previous day's learnings and anchor participants in context required for the current day's sessions. Participants will have the chance to answer any remaining questions they have.

Disruptive Thinking: Sparking Transformation

- Professor Luke Williams

The scale of the challenges we face and the accelerating speed of innovation demands a new approach to innovation leadership - a new way of fostering counterintuitive ideas, forcing improbable insights and opening minds to uncomfortable solutions. This session will help participants to rethink the habits that have made them successful in the past, and challenge the conventional wisdom that has defined their business.

Group Photograph

Site Visit to a Top New York Startup

Downtown New York is known as Silicon Alley, encompassing the city and region's high tech industries including internet, new media, telecommunications, digital media and software development startups. These startups have generated over \$7B of capital investment and have made New York a hub of creativity, entrepreneurship, social responsibility and sustainability. Participants will visit a top New York based startup such as Vox Media, AppNexus, Warby Parker, BuzzFeed, Oscar and WeWork.

WEDNESDAY, 18th APRIL 2018

Program Integration

- Professor Naomi Diamant

Entrepreneurship and Intrapreneurship: From Ideas to Action

- Professor Luke Williams

The garage-startup entrepreneur is by far the exception than the rule. Like some of the participants, most entrepreneurs are already highly placed and very successful in their enterprises. This session will bring together hands on discussion about a combination of entrepreneurship and intrapreneurship theory and practice that will help participants push their businesses forward.

Panel Discussion on the Entrepreneurial Ecosystem: New York and ASEAN

- Professor Luke Williams

In this panel, we invite the AGLP scholarship winners to join US industry experts to discuss differences in the entrepreneurial ecosystem between New York and ASEAN. There will be an opportunity for other participants to learn with and from the scholarship winners.

Business Analytics for Executives: Leveraging Data as a Strategic Asset

- Professor J.P. Eggers

The power of data analytics in business is widely acknowledged. Despite this, many firms have difficulty reaping the benefits; some are investing time and money without seeing results, while others are not investing at all. This session is designed to help participants leverage analytics through a combination of discussion, simulation and experiential exercises so that participants can develop a clear understanding of how data can transform into insights and ultimately strategies.

THURSDAY, 19th APRIL 2018

Program Integration

- Professor Naomi Diamant

Site Visit: Federal Reserve or NASDAQ

Travel to Wall Street to visit the New York Federal Reserve Bank. A tour and informational session will be provided and faculty will guide a conversation around macroeconomic policy, demographics and how they affect the growth potential of world economies. This visit will give students the opportunity to see one of the largest parts of the United States Federal Reserve Bank system.

Financial Technology: How the Blockchain is Reshaping Finance

- Professor David Yermack

This provocative session will introduce participants to a revolution happening in the financial industry. Participants will discuss the future of finance with the emergence of digital currencies, including the blockchain, examine potential security concerns with digital currency as well as what a blockchain stock market might look like.

FRIDAY, 20th APRIL 2018

Program Integration

- Professor Naomi Diamant

The Agile Organization and Future of Work

- Professor Anat Lechner

Why is there so much complexity in the world, what are the organizational implications, and how can participants act as leaders of an agile organization in this environment? The session introduces the technological and sociological causes of global complexity to set the stage for establishing organizational agility. Participants will identify ways in which they are currently responding to complexity and see areas for improvement. Through the use of a leadership checklist, participants will reflect on the current model of management at their firm and how complexity will require them to take a more adaptive approach.

Program Wrap Up, Lunch & Closing Ceremony

"The Agenda may be subject to change and those who have registered will be notified accordingly."

FACULTY BIOGRAPHIES



Professor Naomi Diamant

Deputy Dean, TRIUM

Assistant Dean, NYU Stern Global Degree Programs

Clinical Assistant Professor of Management Communications

Naomi Diamant joined New York University Stern School of Business in January 2012 as Deputy Dean for TRIUM, Assistant Dean of NYU Stern Global Degree Programs and Clinical Assistant Professor of Management Communications. She oversees academic planning and delivery for NYU Stern’s global programs, and teaches courses in business communication. Prior to joining Stern, Professor Diamant served as Assistant Vice Provost for Academic Initiatives at New York University.

Professor Diamant received her B.A. in English from the University of Cape Town, South Africa; her M.A. in English from the Hebrew University of Jerusalem in Israel; and her Ph.D. in English and Comparative Literature from Columbia University.



Professor David Yermack

Albert Fingerhut Professor of Finance and Business Transformation

Chair, Finance Department

David L. Yermack is the Albert Fingerhut Professor of Finance and Business Transformation at New York University Stern School of Business. He serves as Chairman of the Finance Department and Director of the NYU Pollack Center for Law and Business. Professor Yermack teaches joint MBA - Law School courses in Restructuring Firms & Industries and Bitcoin & Cryptocurrencies, as well as PhD research courses in corporate governance, executive compensation, and distress and restructuring.

Professor Yermack has been with NYU Stern since 1994. His primary research areas include boards of directors, executive compensation, and corporate finance. Professor Yermack has published more than 25 articles in leading academic journals in Finance, Accounting, Economics, and Law. He is a Faculty Research Associate of the National Bureau of Economic Research and has been a Visiting Scholar at the U.S. Federal Reserve Bank.



Professor J.P. Eggers

Associate Professor of Management and Organizations

J.P. Eggers joined New York University Stern School of Business as an Assistant Professor of Management and Organizations in July 2008. Professor Eggers teaches the core M.B.A. strategy class and a strategy capstone elective.

Professor Eggers's research interests focus on technological change, decision-making under uncertainty and new product development. Specifically, he studies the challenges faced by managers and executives in making good decisions and addressing new opportunities in emerging technologies. His recent work examines firms that backed the wrong technology during the emergence of the flat panel display industry and the role that managerial cognition played in determining the course of organizational action during the early years of the fiber optics industry.

Prior to his academic career, Professor Eggers was a strategy consultant with two firms, Kurt Salmon Associates and Viant, Inc., both of which specialize in product development strategy and new technology projects for firms ranging from Nordstrom to NASCAR and from Coca-Cola to YKK Zippers. He also worked as a political consultant on congressional, senatorial and gubernatorial campaigns across the United States.



Professor Luke Williams

Executive Director, W.R. Berkley Innovation Lab

Clinical Associate Professor of Marketing and Entrepreneurship

Luke Williams joined New York University Stern School of Business in September 2012 as Executive Director of the W.R. Berkley Innovation Lab and Clinical Associate Professor of Marketing and Entrepreneurship. He was previously an adjunct professor. Professor Williams is also a Fellow at frog design.

Professor Williams is a leading consultant, educator and speaker specializing in disruptive innovation. He is the author of *Disrupt: Think the Unthinkable to Spark Transformation in Your Business*. For more than a decade, he has worked internationally with industry leaders such as American Express, GE, Sony, Crocs, Virgin, Disney and Hewlett-Packard to develop new products, services and brands.

Professor Williams has been invited to speak worldwide, and his views have been featured in Bloomberg Businessweek and Fast Company and on National Public Radio (NPR).



Professor Sonia Marciano

Clinical Full Professor of
Management and Organizations

Sonia Marciano joined New York University Stern School of Business as a Clinical Associate Professor of Management and Organizations in July 2007.

Prior to joining NYU Stern, Professor Marciano taught Strategy at Columbia Business School and was an Institute Fellow and Senior Lecturer at Harvard University's Institute for Strategy and Competitiveness. In Chicago, Professor Marciano also was a Clinical Professor of Management and Strategy at Northwestern University's Kellogg School of Management for eight years, as well as an Adjunct Professor of Strategy at the University of Chicago. Professor Marciano has worked in the consulting, banking and insurance industries, and has taught executive education courses for Ernst & Young and Abbott Laboratories, among others.



Professor Thomas Pugel

Professor of Economics and Global
Business

Thomas A. Pugel has been on the faculty of New York University since 1978. At the NYU Stern School of Business, he served as Vice Dean for MBA Programs and for Executive Programs during 2009-2016, as Faculty Director of Executive MBA Programs during 2007-2009, as Academic Director of the Langone MBA Program during 2004-2008, as Vice Dean for Faculty during 1994-1998, and as chairperson of the International Business Area during 1990-1994 and 1998-2003.

Dr. Pugel's research focuses on international industrial competition, with emphasis on market structure, strategy, and performance, and on government policies toward international trade and industry. He has published numerous articles in professional journals and chapters in books. He is the author of the textbook *International Economics* (sixteenth edition). His teaching interests include the economics of firms and markets, the economics of international trade and investment, and the global macroeconomy.

He has served as a research consultant to a number of U.S. government agencies, international organizations, and business organizations. Included among these are J.P. Morgan, Citicorp, Chrysler Corporation, the Federal Trade Commission, the Joint Economic Committee of the U.S. Congress, and the United Nations.



Professor Anat Lechner

Clinical Associate Professor of
Management and Organizations

Anat Lechner is a Clinical Associate Professor of Management and Organizations at NYU Stern. She is also the recipient of the GE Teaching Excellence award.

Professor Lechner’s research focuses on how organizations can best be structured to develop innovation capabilities and outcomes. Her research encompasses various areas including the effective leverage of multidisciplinary teams, leading adaptive change, and the development of workplace environments supportive of creativity and innovation.

Her current work looks at the complexities of managing high performance cross-functional teams, and the ways by which physical workplace environments enable organization members to cope with uncertainty, change, and the demand for increased innovativeness.

Professor Lechner is also involved in Management Consulting and Senior Executive Action Learning. A former Research Fellow at McKinsey & Co., and the founder of a boutique management consulting firm, her client list includes Fortune 500 firms in the financial services, pharmaceuticals, chemicals, energy, food, high tech, and retail industries.

Professor Lechner’s teaching portfolio includes a great variety of organization management courses including Managing Change, Managing High Performing Teams, Managing Organizations, Collaboration, and Strategy in the undergraduate, MBA, and Executive MBA programs at the Stern School of Business.



The ASEAN Global Leadership Program (AGLP) is a custom designed 5-day program focusing on the 4 key themes of Globalization, Entrepreneurship, Innovation and Leadership. The first AGLP was launched in 2009 in collaboration with the University of Cambridge Judge Business School in UK, followed by the Cheung Kong Graduate of Business in China, the UC Berkeley Haas School of Business in USA, the London Business School in UK and the New York University Stern School of Business.

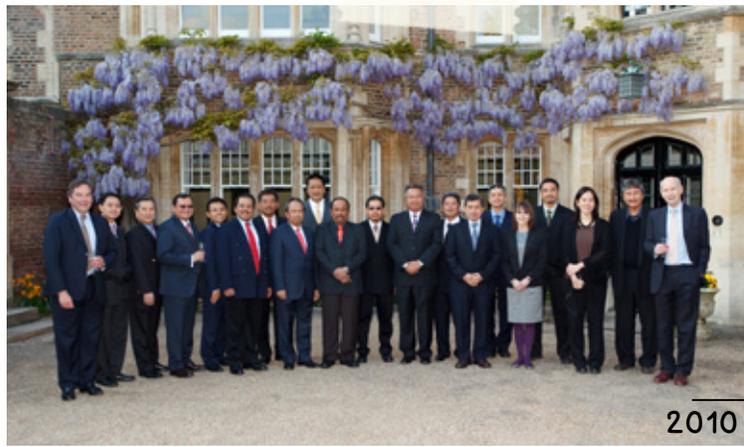
The AGLP provides a learning platform for the participants to address the challenges and opportunities in the AEC context, while promoting business networking for the participants from the South East Asia countries.

The AGLP is aimed at those senior executives working in both the public sector and the private sector across industries in the South East Asia region who have responsibilities for strategic leadership and for improving their company's performance. To date, the AGLP Alumni comprise some 300 top executives at the C-suite and Board level in the corporate sector, including policy makers and regulators from the public sector.

In support of the mission of executive education in the South East Asia region, SRW&Co. launched the AGLP Scholarship as a CSR initiative in collaboration with the ASEAN Business Advisory Council in 2016. The annual ASEAN Business Awards are conferred by the ASEAN Business Advisory Council to recognize outstanding ASEAN enterprises in various categories, with spotlight on the promising ASEAN small and medium sized enterprises (SMEs) that have the potential of becoming global economic players. The AGLP Scholarship is granted to the selected ASEAN Business Awards Winners to attend the AGLP in a global business school. This strategic partnership with the ASEAN Business Advisory Council across the 10-member ASEAN countries is a firm endorsement of the AGLP as a signature leadership development program for the leaders in the ASEAN countries.



AGLP GROUP PHOTOS





Executive Education

NYU Stern School of Business
Henry Kaufman Management Center
44 West Fourth Street
New York, NY 10012

www.stern.nyu.edu

SRW&Co.

Grha SRW&Co.
Jl. Antene I No. 5C, Radio Dalam
Jakarta 12140, Indonesia
Tel: +62-21-2277-6060
Indonesia

+62-813 1030 4875

+62-813 8468 3340

Malaysia

+60-17 853 3188

e-mail: AGLP@srwasia.com

www.srwasia.com

