



ASEAN GLOBAL LEADERSHIP PROGRAM

Berkeley, CA, USA
2015

*“Shaping Our Future as
Leaders of Innovation”*

31st May – 5th June 2015

FROM THE CEO OF UC BERKELEY CENTER FOR EXECUTIVE EDUCATION



Jeffrey Rosenthal
CEO
UC Berkeley Center for
Executive Education



Welcome

With its combined population of more than 600 million people, young workforce and abundant natural resources, Southeast Asia is poised to be one of the world's economic hot spots in the coming decades. UC Berkeley's Center for Executive Education is committed to developing executives in the region, and are delighted to work with SRW&Co. to conduct the 2015 edition of the ASEAN Global Leadership Program.

The ASEAN Global Leadership Program is custom-designed for ASEAN executives. The program brings the best that UC Berkeley and the Haas School of Business have to offer to take you on an exciting journey to transform the way you think about global business and innovation.

We look forward to welcoming you into the ASEAN Global Leadership Program, and into the Berkeley network.

FROM THE PROGRAM DIRECTOR

To compete effectively in today's global economy, executives in S.E. Asia need to constantly evolve and improve their portfolio of skills, with a particular focus on driving innovation in a fast-moving and intensely competitive world.

The ASEAN Global Leadership Program leads participants through various models of innovation commonly found in Silicon Valley – the world-renowned epicenter for business innovation.

Over five days, distinguished faculty from Berkeley's Haas School of Business will lead a deep dive into innovation's key drivers: collaboration, culture, experimentation and customer insights. You will learn to identify potential opportunities, build rapid prototypes, pitch an idea and solve real business challenges. You will also visit innovative companies in the Bay Area to learn their secrets to success, as well as engage with business leaders who will share their insights on Silicon Valley and innovation.

The program is sure to be a richly rewarding learning experience that will enhance your ability to lead and drive innovation.



Mark Coopersmith
Program Director

FROM THE CHAIRMAN & PARTNER OF SRW&Co.

Riding on the successful launch of our ASEAN Global Leadership Program (AGLP) in collaboration with UC Berkeley Center For Executive Education in June 2014, we are pleased to announce the 2nd run of the program in June 2015. The program had received very positive ratings from the group of 30 delegates from the ASEAN region on the program content and delivery. The participants also confirmed the relevance and usefulness of the topics on innovation and entrepreneurship in the context of globalization covered in the 5-day program. The site visits to Google, Wells Fargo Bank and Energy Bioscience Institute also proved to be a very enlightening experience for the participants. We had incorporated the valuable feedback from the participants and the faculty to fine-tune the program content and delivery approach to make it a more impactful program in our 2nd run.



Daniel Wong
Chairman & Partner
SRW&Co.

The theme of the 2015 program will remain the same as “ Shaping Our Future as Leaders of Innovation”. With the ASEAN Economic Community (AEC) in place come 2015, the region as an economic bloc will provide tremendous opportunities as well as challenges for the leaders to build and sustain a profitable business in an increasingly competitive landscape with liberalization of market and free flow of goods, services, investments and skilled labour among the ASEAN nations. The program is very timely in helping the ASEAN leaders to reflect and rethink (outside the box) on designing innovative solutions in addressing the challenges and seizing the opportunities in building a sustainable and profitable business.

The ASEAN Global Leadership Program is an affirmation of our commitment to provide a world class leadership development program in collaboration with world class business schools in Europe, China, and USA. It is also our aim to promote professional and business networking among the leaders in the ASEAN region through attending the programs and becoming members of the AGLP Alumni. The program offers an excellent opportunity for the participants to share their own unique insights and experiences in addressing the many challenges faced by their respective organizations and countries, while receiving the benefits of the world class expertise offered by the UC Berkeley global faculty.

It is our honour and pleasure in welcoming you to this premium leadership development program in UC Berkeley. We are confident you will get more stimulating insights in the 5-day interactive program through the expert facilitation by the world class faculty of UC Berkeley and in sharing and learning from the experiences of your fellow participants. Have fun and happy learning!



Information

UC BERKELEY, CENTER FOR EXECUTIVE EDUCATION

center for
UC Berkeley
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.
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, 31st May 2015

- Opening Reception

Monday, 1st June 2015

- **Welcome & Program Overview**
Review Issues & Objectives
Mark Coopersmith
- **Innovation: Getting to I-land**
The innovation imperative for organizations, developing a working definition of innovation, targets for innovation in your business.
John Danner
- **Top Global & Economic Trends, & Impact on the ASEAN Region**
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
Steve Weber
- **Campus Tour**
- **Coaching Opportunity**

Tuesday, 2nd June 2015

- **Integrating Design Thinking & Customer Needs into Great Products**
Design thinking is a human-centric, collaborative and experiment-driven approach. This leads to conceiving and developing products and services that more directly meet the needs of customers and users. In this hands on session - through lecture, discussion and hands-on exercises - we will develop an understanding of design thinking and how to incorporate it into innovation programs and then to implement it in our organizations.
Clark Kellogg
- **Innovation in Customer Experience**
Today's digitally-enabled customers are more demanding than ever, with their expectations for experience being set by the best includes leaders like Amazon and Apple. In the session we will investigate how organizations can (and do) leverage the forces of digital disruption along with more traditional methods to better serve customers while upending existing markets, creating new ones, and radically altering the ways products and services are marketed, sold and delivered.
Michael Hinshaw
- **Site Visit to Energy Biosciences Institute**
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.
Chris Somerville
- **Team: Understanding & Leveraging Your Collaborative Persona**
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.
Dan Mulhern
- **Coaching Opportunity**

(The program schedule is subject to change and the participants will be notified on the final agenda before the program commencement)



Agenda

Wednesday, 3rd June 2015

- **Site Visit to Silicon Valley**
A full-day Innovation Tour to visit Google or other large tech firm
- **Site Visit to Wells Fargo Bank**
- **Networking Events with US-ASEAN Business Council (subject to confirmation)**

Thursday, 4th June 2015

- **The Persuasive Presentation**
Coming up with new ideas is hard. Bringing an innovation to market or implementing it across organizations is harder. This session helps executives and innovators understand what makes a compelling innovation by using the framework of what makes a strong narrative or story. Once the innovator has developed a compelling story, we then discuss how to use story-telling techniques to communicate or “pitch” the idea. It’s not enough to love your own idea... you have to inspire others to embrace it.
David Riemer
- **Panel Discussion: Innovation & Disruption**
It’s one thing to talk about bringing new innovations to market. It’s another to actually do it. In this highly interactive panel discussion we will be joined by business executives who are actively driving innovation and disruption in their companies and in their market sectors. These executives will share stories of “how it is done”, discuss challenges and successes, and provide insights based on what they have learned along the way. There will be time for questions from program participants.
Mark Coopersmith
- **Scenario Planning: Innovation**
Scenario planning looks at externalities that can impact your organization and how to best plan for them. We’ll investigate at a number of potential future scenarios with possible positive and negative impacts for your business, and engage in an exercise around how best to plan for them with impacts on – and incorporating – innovation.
At the end of the session each participant will have developed a roadmap for action
Whitney Hischier
- **The Venture Capital Viewpoint: The Silicon Valley Landscape of Investors**
How different kinds of Silicon Valley investors choose where to put their money, and why?
Kurt Beyer
- **Closing Dinner**

Friday, 5th June 2015

- **“The Other F Word” – Leveraging Failure to Drive Success**
Most leaders overlook a significant resource that most of us generate in our organizations every day: Failure. Drawing from the upcoming book by John Danner & Mark Coopersmith, this session investigates how leaders can effectively leverage failure to drive innovation, growth and overall organization resilience. We will review a seven-point roadmap to help ensure that failure converts to a strategic resource, along with sharing road-tested practices that will help develop a failure-savvy organization.
Mark Coopersmith & John Danner
- **Presenting Your Innovation Initiatives**
As we commence the final afternoon of our week together, participants will share key innovation concepts presented and discussed during the program that they find particularly interesting and relevant to challenges faced by their organizations. They will also discuss how they might present these concepts in their organizations and introduce them into their markets, building upon the content we have covered and activities we have undertaken together during this weeklong program.
Mark Coopersmith & John Danner
- **Synthetis and Review**
Final thoughts on the themes of the week and ideas for what the participants might do differently when they get back to work.
Mark Coopersmith & John Danner



WHITNEY HISCHIER

Whitney Hischer is a lecturer in management and consulting at the Haas School of Business. Previously, Whitney was the Assistant Dean for the UC Berkeley Center for Executive Education at Haas which offers open enrollment programs for individuals and customized programs for companies. Her role includes co-developing programs with clients, as well as coaching clients on maximizing the impact of their learning and development programs. Additionally, she serves as a coach for the MBA International Business Development program, helping MBAs hone consulting skills on international client projects.

Prior to Haas, Whitney was a consultant for Deloitte, San Francisco, KPMG London and ABN Amro bank in Amsterdam. She holds a BA from Stanford and an MBA from Haas.



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.

 A circular inset image showing a group of people in business attire standing in front of a building. The text "Faculty & Speakers" is overlaid in white on a semi-transparent dark background.

Faculty & Speakers



MICHAEL HINSHAW

Michael Hinshaw is an entrepreneur, executive and teacher who has spent his career integrating creativity and business strategy to improve how companies think about, connect with, and serve their customers. He is Managing Director of customer experience management and innovation firm MCorp Consulting,

His unique blend of strategic thinking and design innovation helps companies – from fast-growth market leaders to the Fortune 100 – drive significant value by transforming customer interactions and the processes that support them, by translating business strategies into distinctive brands, products, services, and experiences. His firm's trademarked approach to quantifying and improving customer experience — Touchpoint Mapping — transforms the ways companies interact with their customers.

Also co-author of *'Smart Customers, Stupid Companies: Why Only Intelligent Companies Will Thrive, and How To Be One of Them,'* Michael works with leading companies like Microsoft, Blue Shield of California, lululemon, Danon and others to help them build stronger relationships with, and stay ahead of, the rapidly changing needs of their customers.

A former public company CEO, he's also a lecturer and mentor in entrepreneurship and innovation at California's U.C. Berkeley Haas School of Business, where he is a Richard A. Holton Teaching Fellow.



ASEAN GLOBAL LEADERSHIP PROGRAM – USA 2014
GROUP PHOTO



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 is a Senior Fellow at UC Berkeley's Lester Center for Entrepreneurship and Innovation at The Haas School of Business.

Mark has spent more than 20 years building and advising businesses at the intersection of media, technology and brands. He draws upon those experiences in the classroom at UC Berkeley, where he is an award-winning teacher of innovation and entrepreneurship. He also teaches the pioneering course "The Other F Word" (along with John Danner) which investigates how executives can develop a more productive relationship with failure. Additionally, Mark is broadly involved in executive education, distance learning and other international and technical programs, working with groups of executives and students from around the globe.

In addition to his teaching responsibilities Mark is an accomplished executive, board member and advisor to businesses ranging from VC-backed ventures through global corporations such as Intel and DirecTV. Previously Mark led the \$350mm Global Technology Brands group at Newell Rubbermaid, founded and built a \$150mm consumer products and online commerce division for Sony, and was founding CEO of online payments venture WebOrder (now part of Google). Earlier in his career Mark was a strategy and M&A consultant with Ernst & Young.

A sought after speaker and commentator, Mark has been quoted in the Economist, the New York Times and USA Today, and has appeared in media including Fox News, CNN, The Huffington Post and National Public Radio. In addition to his teaching at UC Berkeley, Mark mentors aspiring entrepreneurs and teams including those working at the UC Berkeley SkyDeck accelerator. Mark is an alumnus of UC Berkeley, where he earned his BA and MBA degrees.



DAN MULHERN

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.





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.



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.



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.



DAVID RIEMER

David Riemer is a former ad agency President and Internet marketing executive who now works with executives and entrepreneurs to focus their ideas. He helps them get their story straight. David is a regular speaker on innovation and entrepreneurship throughout the Bay Area and internationally. He is also an Executive-in-Residence, lecturer and mentor at UC Berkeley's Haas Business School.

David started his career with J Walter Thompson advertising in New York and eventually became President of JWT West. In 1998, he left advertising and brought his strategic and marketing leadership to two Internet start-ups – Quokka Sports and FeedRoom. He joined Yahoo! in 2002 as VP marketing where he led business-to-business and consumer marketing efforts across virtually all of Yahoo!'s products serving 500 million users globally. David holds an MBA from Columbia and BA from Brown University. He serves on the Board of the American Conservatory Theater and the Destiny Arts Center.

REGISTRATION

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



Program Info



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.

OPENING RECEPTION & GRADUATION DINNERS

Our Opening Reception and Graduation Dinners 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.

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.

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.



LOCATION

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