



Unleashing the Potential of ASEAN Organizations: The Innovation Imperative



**ASEAN
GLOBAL
LEADERSHIP
PROGRAM –
USA**
**Berkeley, CA, USA,
8th – 13th May 2016**



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Foreword



FROM THE CEO OF UC BERKELEY CENTER FOR EXECUTIVE EDUCATION

We look forward to welcoming you into the ASEAN Global Leadership Program, and into the Berkeley network. We are delighted to host senior leaders from the ASEAN region.

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 is excited to work with SRW&Co. to conduct the 2016 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 have now worked with a number of ASEAN leaders in prior programs and look forward to working with another cadre of outstanding executives. We will see you in May 2016.

Jeff Rosenthal



FROM THE FACULTY DIRECTOR OF UC BERKELEY CENTER FOR EXECUTIVE EDUCATION

The world of business in 2016 is incredibly fast-paced, competitive, and globally-connected. It is filled with disruptive innovations, new products and services, and fresh business models. This is the reality we face every day in the San Francisco Bay Area and Silicon Valley and, increasingly, in the ASEAN region as well, as I witnessed in my recent trips to Singapore, Indonesia, and Malaysia.

To compete effectively in this rapidly-changing global economy, executives in S.E. Asia need to constantly evolve and improve their portfolio of skills, with particular focus on driving innovation and leading with an entrepreneurial mindset. The ASEAN Global Leadership Program does just that: providing participants with an up-close view of Silicon Valley and the San Francisco Bay Area along with exposure to – and experience with – different models of innovation and entrepreneurial thinking in this world-renowned epicenter of business innovation and new business creation.

Over five days, distinguished faculty from UC Berkeley's Haas School of Business will lead a deep dive into innovation's key drivers, including: experimentation, customer insights, design thinking, collaboration, and culture. You'll learn to identify emerging threats and opportunities, build rapid prototypes, pitch an idea, and address real challenges facing your organization. We will visit local innovative companies to gain insights into their secrets for success, and also engage with business leaders who will share their perspectives on Silicon Valley and innovation.

This program is sure to be a highly rewarding learning experience that will enhance your ability to lead – and especially lead change and innovation – in your organization.

Mark Coopersmith

FROM THE CHAIRMAN & PARTNER OF SRW&Co.

The formation of ASEAN Economic Community (AEC) as an economic bloc will provide tremendous opportunities and challenges for the leaders in the ASEAN region and those companies operating in the region. The AEC will present an increasingly competitive landscape with liberalization of market and free flow of goods, services, investments and skilled labor among the ASEAN nations.

The ASEAN Global Leadership Program (AGLP) is aimed at helping the ASEAN leaders to reflect and rethink (outside the box) in designing and implementing innovative solutions in addressing the challenges and seizing the opportunities in building and sustaining a profitable business. The theme of the program, "Unleashing the Potential of ASEAN Organizations: The Innovation Imperative" aptly underscores the objective of the program.

The ASEAN Global Leadership Program series were launched in 2009 for the ASEAN leaders 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 ASEAN leaders through attending the programs and becoming members of the AGLP Alumni. The program offers an excellent opportunity for the participants to share their own insights and experiences in addressing the many challenges faced by their organizations and countries, while receiving the benefits of the world class expertise offered by the UC Berkeley global faculty. Besides the classroom lectures, the participants will also benefit from site visits to iconic companies like Google and Autodesk in the Silicon Valley.

It is our honor and pleasure in welcoming you to the 3rd run of our AGLP in UC Berkeley. We are confident you will get stimulating insights in the 5-day interactive program from the lectures of the world class faculty of UC Berkeley, and in sharing and learning from the experiences of your fellow participants in the ASEAN region. The site visits will also help to enrich the classroom lectures, and inject fun into the 5-day program. In short, we aim to optimize the 5-day program by giving you the value and benefit of learning and sharing in a relaxed and fun mode, and to continue the process of learning and sharing through the AGLP alumni networking activities and events. See you in Berkeley soon!

Daniel Wong



Information

UC BERKELEY, CENTER FOR 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." It also ranks as the No. 1 public university according to US News & World Report for the 17th straight year.

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.

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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.

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 comprised of 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.

To complement our people management consulting service offering, we had ventured into executive education business by collaborating with world class business school to design and deliver our flagship ASEAN Global Leadership Programs in Europe, Asia and USA. Besides the business schools, we also collaborate with international leadership development firms and subject matter experts to design and deliver custom training programs for our clients. We also partner with reputed local organizations and industry associations to organize public seminars in the region. In essence, we are able to provide the full spectrum of end to end people management and development consultancy and training solutions to our clients in the region.

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 Agenda



May
8

Opening Reception

Site Visit to Silicon Valley

A full-day Innovation Tour to visit Google or other large tech firm
Site Visit to Autodesk

May
11

May
9

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

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.

- Steven Weber

History of Silicon Valley & Entrepreneurial Mindset

How and why did Silicon Valley attain its position as a global leader in entrepreneurship, innovation, and value creation? In this session we delve into the fascinating history of Silicon Valley, including the development of the rich, diverse, and highly supportive ecosystem that helps launch and grow so many high-value organizations. We also investigate the mindset of the entrepreneurs and innovators that lead these high-growth companies: how they think, how they operate, and how they create the unique cultures that drive these ventures.

- Mark Coopersmith

Integrating Design Thinking & Customer Needs into Great Products

An introduction to design thinking tools to learn faster what works with users and customers, and ideas on how to integrate design into your strategy.

- 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

Campus Tour

Panel Discussion: Innovation & Disruption in FinTech

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

Impact of Global and Regional Trends in the ASEAN Region

We will discuss the implications of global trends, as well as the trends that are more regional specific to ASEAN. The focus will be on identifying key trends and conditions within the ASEAN region that drive change, threats, and opportunities for organizations and leaders.

- Vinod Aggarwal

The Persuasive Presentation

Coming up with new ideas is hard. Bringing an innovation to market or implementing it across organizations is harder. This seminar 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

Insider Entrepreneurship: Acting Entrepreneurially in Large Organizations

In this session we address how some executives are able to successfully operate entrepreneurially inside large enterprises, accelerating innovation, growth and overall success. Participants will investigate key drivers of a successful insider entrepreneurship program, including how best to attain strategic alignment, stakeholder support, and effective execution. In addition to theory, specific tools and exercises will be presented.

- 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

"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

Synthesis & Review

Final thoughts on the themes of the week and ideas for what the participants might do differently when they get back to work.

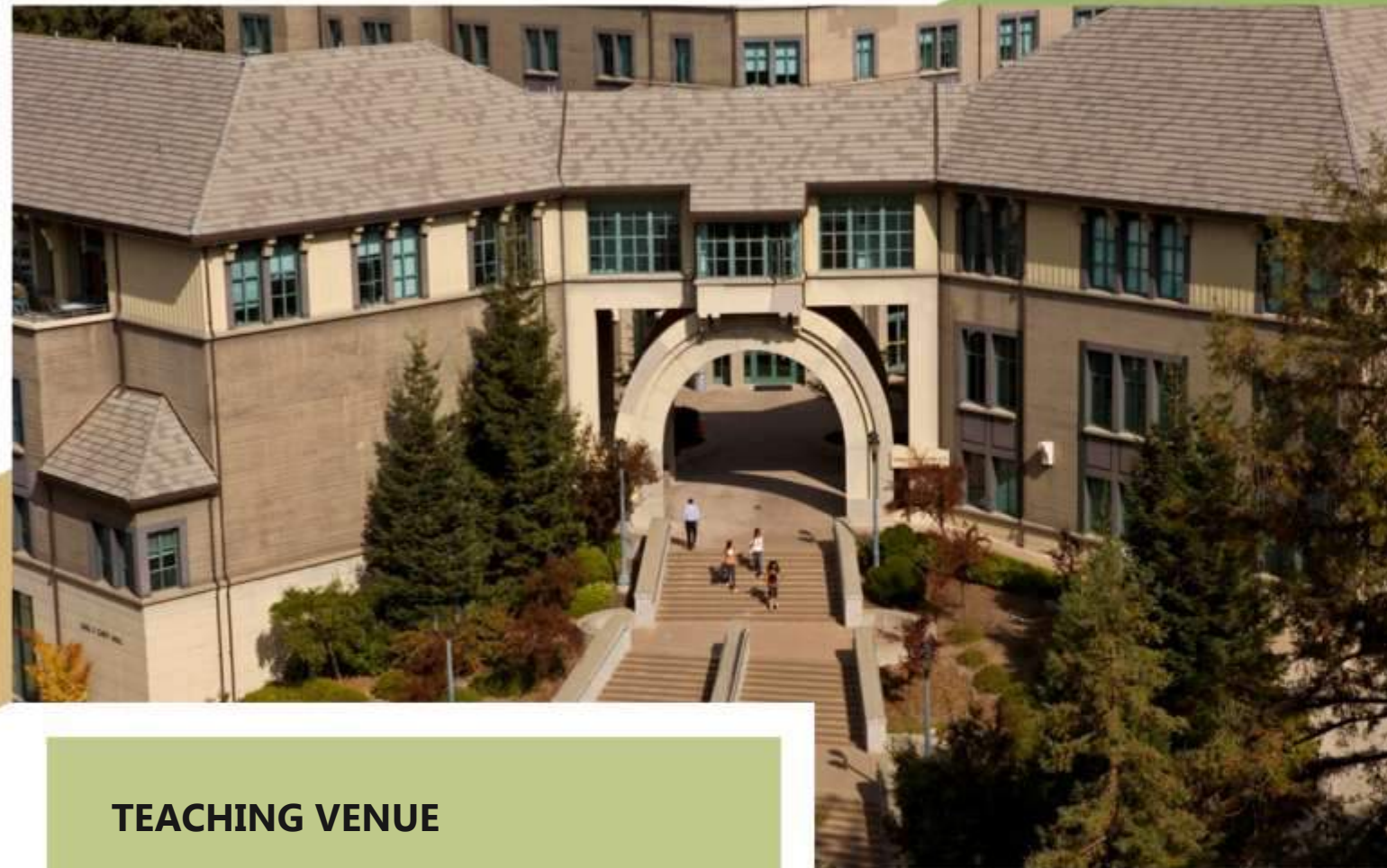
- Mark Coopersmith & John Danner

May
12

May
10

May
13

Program Information



TRAVEL & ACCOMMODATION

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.

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.

OPENING RECEPTION & GRADUATION DINNER

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.

REGISTRATION

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

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 served.

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.

Center for Executive Education
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WHO SHOULD ATTEND?

This program is aimed at those senior executives who have responsibilities for strategic leadership and for improving their company's performance. Particularly, this program is very relevant to CEOs, members of Boards of Directors, members of Boards of Commissioners or 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.

Faculties & Speakers



MARK COOPERSMITH

Mark Coopersmith is an educator, Fortune 500 executive, entrepreneur, and author. A Senior Fellow at UC Berkeley's Lester Center for Entrepreneurship at the Haas School of Business, he teaches and speaks on entrepreneurship, innovation, and leading change to students and executives around the world. He has launched and led global businesses at the intersection of technology, media and brands for companies such as Sony and Newell Rubbermaid, has built successful Silicon Valley startups (one of his companies is now owned by Google, another addresses global water scarcity), advises leadership teams at companies such as Intel and DirecTV, and sits on several boards. He has spoken to leadership teams at Daimler Benz, Google, IDEO, Salesforce, Wells Fargo Bank, and many others.

Mark's entrepreneurship students have launched innovative ventures in sectors as varied as web services, medical devices, consumer electronics, business services, cancer research, education, online retail, and fashion. Many of these ventures were launched and accelerated while the founders were enrolled in Mark's popular *Workshop for Startups* and *Learn2Launch* courses and programs. He also mentors many entrepreneurs and teams including those at UC Berkeley's SkyDeck accelerator.

Mark's insights have been featured in *The Economist*, *The New York Times*, *USA Today*, *The Financial Times*, *Fast Company*, and *Entrepreneur*; and on CNN, Fox News, NPR and *The Huffington Post*. He is the inaugural Author in Residence at NASDAQ's Entrepreneurial Center in SF, where shares insights from his 2015 Wiley book "The Other "F" Word," co-authored with John Danner.

Mark earned his BA and MBA degrees at UC Berkeley.



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.



DAVID RIEMER

David Riemer is the Executive-in-Residence at the Berkeley-Haas Business School. He is a former ad agency President and Internet marketing executive who now works with entrepreneurs, artists and students to focus their ideas. In short, he helps them get their story straight. He created Box Out Industries to work with entrepreneurs and Spiral Staircase to collaborate with artists. David is also a guest lecturer and mentor at the Berkeley-Haas Business School where he serves as Executive-in-Residence. David is a regular speaker on innovation and entrepreneurship throughout the Bay Area and internationally as well.

David started his career as an Assistant Account Executive at JWT 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.

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.

Among his engagements are strategic analysis and advice to several major players in the restructuring global energy and utility markets (including the organization that manages California's electricity grid), business process innovation for two significant regulated infrastructure companies, acquisition integration and strategy for a major food products and service company, and work with a broad range of new ventures on multiple issues regarding their business launches.

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.



Faculties & Speakers



KURT BEYER

Dr. Kurt Beyer is a member of UC Berkeley's Haas Business School and Graduate School of Information Science faculties, where he teaches the entrepreneurship program to MBAs, undergrads, and grad students. Kurt also serves as a senior partner at Parallel Advisors where he advises executives at recent IPO startups Yelp and Marin Software in addition to many successful earlier stage companies.

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 is the author of *Grace Hopper and the Invention of the Information Age*, published by MIT Press in 2010, which highlights the rise of the computer industry through the amazing career of Grace Hopper, the woman responsible for the development of computer programming. The book was in the Top 10 Science/Technology book for 2010/2011.

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.



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).



MICHAEL HINSHAW

Michael Hinshaw is Managing Director of customer experience services and technology firm Mcorp, where he helps companies integrate creativity and business strategy to improve business performance by transforming how they interact with customers.

Co-author of the best-selling book *Smart Customers, Stupid Companies: Why Only Intelligent Companies Will Thrive, and How to Be One of Them*, Michael focuses on the market, social and technological forces driving disruptive innovation, and what it takes for companies to embrace and profit from this change - rather than getting crushed by it.

Recognized as a customer experience, marketing and innovation leader by Forrester Research, DMA, the American Bankers Association and others, he regularly speaks on these topics and has been published and quoted in dozens of publications ranging from *Harvard Business Review* and *Fast Company* to *American Executive* and *Time*.

Previously, Michael was founder and CEO of Verida, which he grew from initial funding to a \$300 million public company, becoming the largest independent grain trader in Canada. Earlier in his career, he led the turnaround and sale of brand consultancy Triad, Inc., and worked as a marketing consultant with Investment Banks and Venture Capital firms positioning their portfolio companies for market entry.



CLARK KELLOGG

Clark Kellogg teaches about the uses of design thinking and innovation practices in business and social innovation. He teaches at the Haas School of Business, and holds appointments in the Information School and the College of Environmental Design. His Haas course, Problem Finding Problem Solving, is a foundation class in the MBA curriculum. He is focused on bringing innovation and design thinking to real-world problems. Clark was the Founding Director of the Cal Design Lab, promoting interdisciplinary and project-based learning across the Berkeley campus.

Clark is also a Partner in the San Francisco innovation consultancy, Collective Invention, Inc. Their work is focused at the intersection of business, education and sustainability. Clark contributes design thinking, process facilitation, innovation practices and communication design to Collective Invention's work and clients.

Trained as an architect, Kellogg has practiced architecture, graphic design, product design, CEO coaching and art. He founded Kellogg Communications in NYC, and was the Creative Director of The Nature Company in Berkeley. Kellogg was the founding director of the State Street Global Investors Innovation and Communications Lab and became a Principal of the firm in Boston. He was the first designer to sit on the Executive Committee of a Fortune 500 company. In 2013, Kellogg completed a yearlong project, "365 Daily Art" in which he created a piece of art every day and posted it online.

Clark has delivered innovation and design thinking workshops in China, Brazil, Italy, UK and the US. His latest publication was a white paper commissioned by the Gates Foundation on strategic change communications in education. He is currently working on a book of insights at the intersection of innovation and art.

Faculties & Speakers



VINOD AGGARWAL

Vinod Aggarwal is Professor in the Travers Department of Political Science, Affiliated Professor at the Haas School of Business, and Director of the Berkeley Asia Pacific Economic Cooperation Study Center (BASC) at the University of California at Berkeley. He is also Editor-in-Chief of the journal *Business and Politics*, and Co-Chair of the U.S. Consortium of APEC Study Centers. He also serves as Chief Economist for Frost & Sullivan, a global consulting firm and as a Global Scholar at Chung-Ang University in Seoul, Korea.

He has held fellowships from the Brookings Institution, Rockefeller Foundation, Council on Foreign Relations, East-West Center, Woodrow Wilson International Center for Scholars, and was a Japan Foundation Abe Fellow in 2008-2009. He has also been a Visiting Professor at the Graduate Institute of International Studies in Geneva, the University of Geneva's IOMBA program, INSEAD, Yonsei University, NTU Singapore, Bocconi University, and the University of Hawaii. He is an elected lifetime member of the Council on Foreign Relations. In 1997, he won the Cheit Outstanding Teaching Award at the Haas School of Business for PhD teaching; in 2003 he was first runner up for the Cheit Award for MBA teaching and won first place for the MBA program in 2005.

Dr. Aggarwal consults regularly with multinational corporations, governments, and international organizations on strategy, trade policy, and international negotiations. He is the author or editor of 21 books and over 100 articles; his latest book is *Responding to the Rise of China*. Dr. Aggarwal received his B.A. from the University of Michigan and his M.A. and Ph.D. from Stanford University. Born in Seattle, Washington, he speaks five languages.

