

which way?

You have tried many ways during the hardtimes, still your future is uncertain.

look for the way out inside...





got balance?

in a unfavorable & uncertain situation,
how do you manage the balance and
gain profits from it?

look further for the clear sign...

this's it!

master the right ways in handling uncertainties and turn them into profits..

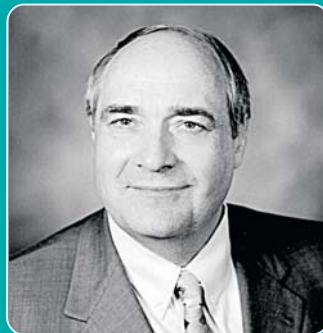
Join Leading Edge Practitioner and Professor of Wharton School, **Dr. Paul J. Schoemaker** in "Profiting from Uncertainty" Seminar.

August 2, 2006, from 9 am to 4 pm, Ritz Carlton Hotel, Jakarta.

“Profiting from Uncertainty”

'the risk of ignoring uncertainties are greater than the risk of tackling them head-on'

Paul J. H. Schoemaker, Ph.D., is the founder, chairman and CEO of Decision Strategies International, Inc. (DSI), a strategic partner to Equattro Consulting. Dr. Schoemaker further serves as the Research Director of the Mack Center for Technological Innovation at the Wharton School of the University of Pennsylvania, where he also teaches strategy and decision making. He is a Best-Selling Author and a Frequent Speaker in Business Forum include 2004 World Business Forum along with Bill Clinton, Rudy Giuliani and Jack Welch. He is visiting Professor in Berkeley, Cornell and London Business School, beside teaches Strategy and Decision Making in Wharton School. He has written several books and over 80 academic and applied papers which have appeared in leading journals and magazines.



Main Speaker:
Paul J. H. Schoemaker
Research Director of the Mack Center for Technological Innovation



Moderator:
Benny Wenas
CEO, WOM Finance
AMP, Wharton School

What uncertainties changed the face of business:

Social: Internet and Privacy

Technical: Introduction of Nano-Technology

Economical: Increasing Energy Prices

Environmental: Climate Change

Political: Geopolitical Rivalry

“ In today's turbulent world – global, economic, political, technological and societal changes are sweeping away the market and industry structures that historically have defined competition. There should be little doubt that *being able to respond to these changes quickly, reliably and effectively is an extraordinary advantage for achieving profitability and growth.* ”

Key Benefits

- Hearing about real world examples from FORTUNE 500 organisations.
- Learning from other organisations' mistakes before they happen to you.
- Personal development in strategic foresight & scanning the periphery.
- How to turn strategic intention into performance reality.

About the seminar

- Throughout the seminar we will use examples of real companies that were faced with challenges that began as weak signals.
- Drawing on case studies of companies in the production and service industries, you will learn how managers and organisations can improve their peripheral vision.
- Techniques to develop awareness and identify changes or uncertainties in the business environment that may impact your organisation.
- Processes for incorporating signals into strategic plans and organisational models.

Why you should attend

- This interactive seminar is designed for key members of the management team influential in strategic and operational decision making.
- Previous participants have included: Chairman, CEO, CFO, COO, strategy team members, business planners, visionary business owner/leader and senior executives of private enterprises as well as BUMN.
- Attending the seminar will provide personal insights and benefit your organisation.

You will learn to:

- Use the benefits of Strategic Radar™ to create competitive edge for your company.
- Bridge the gap between strategic thinking and operational execution using real world examples.
- Identify and monitor leading indications to enable your business to stay ahead of the game.

Encyclopaedia Britannica

BEFORE

- Published 15 editions over 225 years
- Record Sales in 1989: \$627 million
- Sold 117,000 copies at \$1,300 each in 1990
- Profitable in 19 of previous 20 years

AFTER

- Emergence of CD-ROM encyclopedia circa 1990
- Sales dropped 53% from 1990 to 1994
- Lacked resources to develop new technology
- Management looked for buyer around \$450 million
- CEO Peter Norton retired in 1995.



Uncertainty is no longer the enemy...
 Uncertainty is what creates the greatest business opportunities...

Registration Form - "Profiting from Uncertainty" seminar

I wish to attend the "Profiting from Uncertainty" Seminar
 on 02 August 2006 at Ritz Carlton Hotel, Jakarta

Mr/Ms/Mrs	<input type="text"/>	Title	<input type="text"/>
Organisation	<input type="text"/>		
Address	<input type="text"/>		
	<input type="text"/>		
	<input type="text"/>		
Phone	<input type="text"/>	Email	<input type="text"/>

Team Registration: Others with me attending include:

Mr/Ms/Mrs	<input type="text"/>	Title	<input type="text"/>
Mr/Ms/Mrs	<input type="text"/>	Title	<input type="text"/>
Mr/Ms/Mrs	<input type="text"/>	Title	<input type="text"/>
Mr/Ms/Mrs	<input type="text"/>	Title	<input type="text"/>

Attendance Limitations & Liability: Space is limited. Attendance at this seminar will be reserved on first-come first-serve basis. If the seminar is cancelled, for reasons beyond our control, liability is limited to the investment fee only.

- **Investment per participant: Rp 3,000,000.-**
- Early bird discount: 10% for registration before 10th July 2006.
- Group discount: 10% per participant for 4 or more attendees.
- Please complete this registration form with cheque payable to:

Wahana Adhireksa Wiraswasta
 Jl. Menteng No.15.
 Jakarta Pusat10340
 or by bank transfer to:
Wahana Adhireksa Wiraswasta
 BCA Ac. : 00000000000

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