

# Series of Workshops for Small Firms

## The Routines that Set You Free

19 Jan 2015 (Monday) | 2:00 pm to 5:00 pm

Raja Aziz Addruse Auditorium  
Straits Trading Building, Unit 2-02A, 2<sup>nd</sup> Floor  
2 Leboh Pasar Besar, 50050 Kuala Lumpur

**Registration fees**

**Members of the Bar RM100 | Non-Members RM100**

**CPD Code: T3/19012015/BC/BC152034/1**

1 CPD point

The Small Firms Committee is organising a five-part series of workshops on "The Routines that Set You Free", which will be conducted by Ian Homer.

The aim of this series is to help firms answer the questions, "What do I focus on today?"; and "How do I select a short-term priority to support a long-term goal?" This series is based around four key decisions (and questions), to help firms choose their short-term priorities, in order to fulfil their long-term goals.

The four key decisions are:

- (1) People;
- (2) Strategy;
- (3) Execution; and
- (4) Cash.

### Workshop 2: Strategy

Key issues:

- ◆ Is our top-line revenue growing fast enough?
- ◆ Can we state our strategy simply and clearly?
- ◆ What is our unique position in the market Or are we "just another firm"?
- ◆ Do we have a strong brand promise (a good reason for clients to choose us)?
- ◆ Do our systems and practices support delivery on our brand promise?
- ◆ Do we have clear targets for the current quarter and the year?
- ◆ Where is our marketing focus directed?

**Registration for the workshop will begin at 1:30 pm.**

### About the Speaker



**Ian Homer** will focus on assisting small firms to improve their performance and accelerate progress towards their goals. Ian has previously worked with many small enterprises and multi-million dollar corporations, and helped build revenue, retain profit and develop teams.

Ian is an expert in simplifying sometimes complex concepts and processes into practical, step-by-step actions that generate momentum and results. Specific areas of focus have included marketing, sales, operations effectiveness, use of time, and improved teamwork. His earlier years in scientific environments have helped him clearly define business problems with clients, and helped them develop and measure tangible, quantifiable results. Ian was a licensed business coach with ActionCOACH for seven years and is now a Gazelles International coaching partner.

The personal information that you provide now or in the future, may be used, recorded, stored, disclosed or otherwise processed for the purposes of facilitation and organisation of this event, research and audit, and maintenance of a participant database for the promotion of this event, and such ancillary services as may be relevant.

### I would like to register for the event(s) (all fields must be completed):

Name: \_\_\_\_\_

Member of the Bar     Pupil     Law Student     Non-Member  
(Tick where applicable)

Membership No (Members of the Bar only): \_\_\_\_\_

NRIC No (Pupils / Law Students / Non-Members): \_\_\_\_\_

Email: \_\_\_\_\_

Name of Firm / Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

### Payment options:

- (1) Direct deposit to CIMB Bank Berhad, Menara Bumiputra-Commerce, Jalan Raja Laut, 50350 Kuala Lumpur (Account: 8000-281-191; SWIFT Code: CIBBMYKL); or
- (2) Cheque or bank draft, payable to "Bar Council"; or
- (3) Cash payment, at the ground floor of the Bar Council Secretariat.

All payments must be made in advance of the event, and include all bank charges. Registration will be confirmed once proof of payment is provided by email or fax, and full payment is received.

Places are limited and registration is on a first-come, first-served basis.

Cancellations must be made in writing. There will be no refunds for cancellations made after **13 Jan 2015 (Tuesday)** but substitutions are allowed. The organiser reserves the right to modify, cancel or postpone the event, should circumstances arise that make such action necessary, whereupon all registration fees paid will be refunded.

Points for the Continuing Professional Development ("CPD") Scheme will not be awarded to Members of the Bar and pupils in chambers who arrive more than 15 minutes late, are not present throughout the event, or leave before its scheduled end.

Please direct all correspondence (including completed registration forms and proof of payment) and enquiries to:

**Vanimalar Moneyselvam**

(03-2050 2100; vanimalar@malaysianbar.org.my); or

**Germaine Low**

(03-2050 2094; germaine@malaysianbar.org.my)

**Fax: 03-2031 6640**

*\* Please note the new location of the Raja Aziz Addruse Auditorium.*



Organised by  
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Tel: 03-2050 2050