The Art of War for Finance

The Institute welcomes all inquiries for applying theory of Art of War towards accounting and finance. Sun Tzu is oriented towards economics of warfare. Dr FOO Check Teck has had many engagements relating Art of War to Finance: keynote address for national event, corporate events, workshops, leading a full fledged Art of War CFO development program and more. Keynote address at 1,000 strong National Accountants Conference, Malaysia:

Later he was invited to contribute articles to national journal:

The Accounting Mind of Sun Tzu THE UNCONSCIOUS

Dr FOO Check Teck (below) exploring mind of Sun Tzu at Corporate sponsored event. Dr Foo is fascinated with Genghis Khan: on horseback managing quantitative aspects of warfare with no Mongol written script! Everything had to be in the mind of strategist.

Dr FOO CT visited Cheng Dawei, Ming dynasty inventor of abacus: is that why Chinese are so fast with numbers? And documenting his Diethelm investment study: http://www.youtube.com/watch?v=L29G_vdlNJQ (video) with full report and paper. This is one aspect in strategy --- financial habits of CEOs --- he will be developing through the Institute. Besides in-depth, 3-days workshop (for example: European EAC) involving deep analyses of financial data: P/L Statements, Balance Sheet and Cash-flow Statement, Dr FOO Check Teck has developed and launched with ACCA (Singapore) a complete 6-session, The Art of War CFO Program:

<table>
<thead>
<tr>
<th>Date (9am - 2pm)</th>
<th>Title</th>
<th>Learning Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1 15/10/10</td>
<td>Sharpening of Strategic Mind 1</td>
<td>This session is to provide the participant with the foundation of Art of War principles.</td>
</tr>
<tr>
<td>Session 2 19/10/10</td>
<td>Sharpening of Strategic Mind 2</td>
<td>This session is to train the participant to identify Art of War principles through war documentaries.</td>
</tr>
<tr>
<td>December Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session 3 14/01/11</td>
<td>Art of War CFO</td>
<td>This session is to define and understand the mind of Art of War CFO and perform case study of outstanding CFO.</td>
</tr>
<tr>
<td>Session 4 18/03/11</td>
<td>Strategies for CFO</td>
<td>This session is to understand how Art of War principles is applied in business strategy through business case studies.</td>
</tr>
<tr>
<td>Session 5 16/05/11</td>
<td>Organizing Strategy for CFO</td>
<td>This session is to train the participant in strategic management and benchmark with industrial standard.</td>
</tr>
<tr>
<td>Session 6 16/06/11</td>
<td>Becoming Art of War CFO</td>
<td>This session is to require the participant to present their project work in applying Art of War in their work or as a CFO.</td>
</tr>
</tbody>
</table>

Class in progress: participants are senior finance professionals
Sun Tzu existed long before financial markets are developed. Yet in World BBC Global Finance program, Jim Hyde from Colorado said he used Art of War in his portfolio strategy: [http://www.youtube.com/watch?v=XjGs64_nOeA](http://www.youtube.com/watch?v=XjGs64_nOeA) (video). The interview from BBC was the result of Dr FOO Check Teck’s book, *Reminiscences of an Ancient Strategist: Mind of Sun Tzu*. Indeed Dr FOO Check Teck through his Art of War expertise was early in diagnosis of US Crisis: [http://www.youtube.com/watch?v=_TRzTprq-lA](http://www.youtube.com/watch?v=_TRzTprq-lA) (video). Following his Channel News Asia interview, he wrote a paper on lessons:

For Aventis School of Management he had developed a 4 module program focused on portfolio and investment strategy. The content, structure and techniques could form (with tailor-fitting) the basis for shaping an overall corporate investment strategy:

---

**Graduate Diploma in Portfolio & Investment Strategy**
6 Months Program (Part-Time)

- **DEVELOPING A WARRING INVESTMENT MINDSET**
  Develop a psychological profile of every investor so as to shed considerable light on the efficiency of financial markets.

- **VALUE INVESTING**
  Adopted successfully by Warren Buffett; Value investing had helped many successful, well-known multi-millionaires and billionaires around the world.

- **INVESTMENT STRATEGY - A HANDS-ON APPROACH**
  Learn the Real “Risk vs. Return” behind the various financial products & Instruments.

- **DEVELOPING YOUR OWN INVESTMENT PORTFOLIO**
  Construct and determine your respective investment portfolio and align to your goals to become your own Fund Manager.

---

**INVESTMENT TALK: PSYCHOLOGY OF INVESTING**
3rd June 2010, Thursday 7:15pm - 8:30pm | Concorde Hotel, Level 4
Speaker: Dr Foo Check Teck Contributing Editor, Journal of Risk Finance, Program Director

---

**INQUIRY**: If you have any proposal for corporate workshop involving finance, please contact **The Sun Tzu Institute** for a preliminary discussion. You can email directly to [profctfoo@gmail.com](mailto:profctfoo@gmail.com) or [drctfoo@gmail.com](mailto:drctfoo@gmail.com) or telephone (65) 62820102.