The Art of War for 1 Day Corporate Event

The Institute specializes in tailor-fitting the Art of War concepts for corporations. Since Art of War is crafted by Sun Tzu for an army (read as corporation) it is most powerful when applied to a given entity be it an army, organization, corporation, division or project teams. The Art of War may be “implemented” through training and development in a number of approaches. This will be illustrated through specific models in training design:


This program is ideal for a regional or global organization as an Annual Global Art of War event. The Institute may be brought in at an early stage to plan for the event. For example, to plan for the event in Xian, China: see for example: http://www.youtube.com/watch?v=0ZmAopTOMow Besides Sun Tzu, especially for a Western corporation, we utilize as a thinking case-study, the “Father of Western Strategy” Hannibal for benchmarking strategic thinking.

[2] Integrating Sun Tzu CEO and Musashi Sales Warriors

Very few corporations even in the East realize the power from integrating two of Asia’s greatest strategists: Sun Tzu and Musashi. Unlike Sun Tzu, Musashi work Go Rin No Sho is most powerful for the lone wolf, top sales talent http://www.youtube.com/watch?v=laTT3wiO-uc. In Japan as Government Productivity Fellow, Dr FOO Check Teck effectively integrates Japanese Musashi thinking with Sun Tzu in this program.
[3] Art of War for Management Team confronting competition

Many Western corporations when competing inside China find themselves confronting with competitive scenarios that shockingly so different. In other words, the traditional MBA does not seem to apply to unique Chinese contexts. In such a case, the Management Team may find it useful through to gain deeper insights from an interactive workshop.

CISCO engaged Dr FOO Check Teck to coach their Management Team in competing against Hua Wei. Clearly the model of strategy utilized by Hua Wei is different from what is the typically American approach.

Dr FOO constantly updates himself on China: for example in 2014 he has been Visiting Professor at University of Science and Technology, China. He lectures in Putonghua to a packed audience (e-MBA alumni) on Sun Tzu and Ethics.

http://www.youtube.com/watch?v=Tg5XISLqz1U

[4] Implementing Art of War for Enhancing Team Performance

Interestingly it is often the leading corporations that are keenly interested in Art of War by Sun Tzu. For example Dr FOO Check Teck had been to Ogilvy to coach their project teams on applying the Art of War. Their objectives are to be enhancing their marketing performance. Even though the marketplace is in London, the project teams nevertheless turn to Art of War. The idea is to shape a strategy using Chinese concepts of strategy for winning in intense competition.

This suggests the universal relevance of Art of War for wars, business, politics and sports. In other words whenever a team or group of people need to win to survive, Art of War is relevant.

http://www.youtube.com/watch?v=WtUJh97gYHl
[5] Art of War for Board of Directors to Shape Strategy  
Board of directors meet to shape strategic direction of corporations. As such it is very appropriate for them to be exposed to the key concepts in the Art of War before deliberating on corporate strategy: http://www.youtube.com/watch?v=C_Po7nqXpgU. In his Board room lecture to directors, he utilizes models or cases that are relevant to the cultural context. For example in the case of Ghana Community Net, he draws on Shaka Zulu as a strategist besides Genghis Khan.

[6] Art of War (Mao) for Indonesian Conglomerate  
In some situations, a discussion of how Mao applied Sun Tzu's Art of War may be appropriate. For example many senior Indonesian Chinese businessmen are familiar with Mao Zedong and as the video illustrates, Mao's strategic concepts become highly relevant. Indeed Dr FOO Check Teck had presented to Generals of Japan's Self Defense forces and their eyes lighted up when Maoist strategic approaches are highlighted (for example protracted war as adaptive strategy).

http://www.youtube.com/watch?v=PwHon7YgSa8

[7] Art of War for Leadership  
One of the most popular workshops for organizations is in the Art of War Leadership. This should be tailored specifically for the particular corporation as every organization has their own cultures. See for example, Leadership for Keppel.

http://www.youtube.com/watch?v=Ao3KgvAc_BE
[8] Art of War for Keynote Lecture at Corporate Event
Organizations are now into Conferences. Why? One of the best ways to bring together suppliers, customers or key stakeholders is to organize a Conference. An Art of War being a holistic yet not under appreciated approach to strategy is always a topic that will generate wide interest. For example, Dr FOO Check Teck spoke on how Sun Tzu’s Philosophy on Information and Winning before Competing at Johnson & Johnson Hong Kong IT Conference.

http://www.youtube.com/watch?v=U0OVXygG1lo
It need not be an Art of War Conference: even IT is related to Sun Tzu.

Dr FOO Check Teck had delivered keynote addresses in China: for example on global oil strategy in Beijing. Currently he is a Research Professor at Harbin Institute of Technology (2013-2015) and had been Visiting Professor at Beijing’s Central University for Finance and Economics.

In Singapore he was keynote for JEC Event, speaking on innovation with examples from China. http://www.youtube.com/watch?v=oH6oA0U-Vol . Dr FOO Check Teck is founding organizer of the highly successful Global Chinese Management Studies Conference (4th in 2014).

INQUIRY: These are but some of the possibilities.
Art of War for corporations should best be tailored fitted to specific organizational requirements. For any inquiry please email to: profctfoo@gmail.com or through www.suntzuinstitute.com (HP (65) 62820102).