

# Strategic & Sustainable Cost Control

Achieving long term gains and sustainable savings by controlling cost through a strategic thinking framework

Prince Hotel & Residence,  
Kuala Lumpur

25th & 26th May 2009

***"Proper planning, being able to weather the inevitable ups and downs of the business, is vital. Those that do survive addressed their cost and strategic issues in a comprehensive manner"***

Michael Cox

Thinking strategically is essential for any company that aims to reduce excess cost while achieving long term improvements to the bottom-line.



## Your eminent course leader:

**Steven C. Martin** President & CEO  
**Business Solutions-The Positive Way**

## Testimonials from Steven C. Martin's previous training events:

"In just one day of training with Steve Martin we created over \$500,000 in value for the company. That is phenomenal."  
Manager  
**Schlumberger**

"I began working with Steve to adapt his Profit Improvement Process to fit the structure and culture of HSB Group, Inc. The objective of our project was to build a lasting process by which HSB could continuously improve our processes and business decisions to benefit the bottom line of the Company. The focus was on revenue generation, loss control, and expense management."

Over 5,000 ideas for profit improvement were created and evaluated just during his training. To-date we have identified almost \$6 million in savings over the next two years and have realised almost \$2 million of that in a 7-month period."  
Senior Vice President  
**HSB Group Inc.**

"The cost reduction and profit improvement training was extremely productive and worthwhile. We learned a great deal and applied the principles immediately with great success."  
Vice President  
**Superior Lubricants Co.**

"These principles absolutely work if people are brave enough to use them."  
President  
**Blue Range Engineering**

\***Early Bird & Group Discounts**  
Ask about our savings

## Key benefits and learning outcomes:

- **Achieving** sustainable savings by integrating cost control and profit improvement initiatives into your organisation's strategic planning process
- **Assessing** your current cost effective culture relative to world-class standards
- **Calculating** the long term benefits of strategic cost control versus pure cost reduction and cost control
- **Identifying** promising profit improvement target areas
- **Integrating** profit improvement into your cost control initiative for strategic success
- **Applying** powerful techniques that can reduce expenses and increase profitability
- **Experiencing** effective tactical tools for implementation
- **Learning** the requirements for successful implementation and preparing an initial plan for implementation
- **Gaining** co-operation and buy-in from employees by appreciating the key roles of corporate structure and culture in strategic planning
- **Preparing** for sustainability and success after implementation

**marcus evans training courses are thoroughly researched and structured to provide intense and intimate practical training applicable to your organisation. Benefits include:**

- Pre-course questionnaires to identify your specific training needs
- An in-depth tailored programme to address market concerns
- Diverse real life case studies
- A highly acclaimed, international trainer presenting
- Comprehensive and detailed course documentation
- Practical exercises for each session

## Pre-course questionnaire

To ensure that you gain maximum benefit from this event, a detailed questionnaire will be sent to you to establish exactly what your training needs are. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

A valuable opportunity for delegate to benefit from the knowledge of an expert in effectively managing relationships with private clients and continuously fostering relationship skills to cater your private clients

## Monday 25th May 2009

### Session One

#### Focusing on a strategic planning context for your organisation's cost reduction and profit improvement initiatives

- Assessing how long term strategic planning makes a difference
- Harnessing the strategic planning process for sustainable long term cost control
- Mastering cost reduction and profit improvement fundamentals by familiarising yourself to the four types of cost reduction and profit improvement methods
- Measuring the Profit Equation – what drives your profits

### Session Two

#### Critically reviewing the current global economic environment as it impacts your business and cost

- Introducing the critical elements of person, process, objectives and corporate climate as they interact with each other
- Evaluating the current state – "Cost Effective Organisation" (assessment exercise)
- Exploring opportunities for improvement from within your organisation
- Detecting weaknesses that may hinder your cost control and profit improvement initiatives

### Session Three

#### Profiling the various strategic programme models for cost reduction and profit improvement

- Evaluating the Total Quality Management (TQM) model, a business management model aimed at embedding awareness of quality in all organisational processes
- Appraising the Employee Suggestion Programme to impact the overall bottom line of a business while maintaining employees' motivation and enthusiasm
- Using Six Sigma, which uses quality management methods to identify and remove the causes of defects and errors in business processes
- Utilising Lean which seeks to create more value for the end customer with less work
- Combining Six Sigma with Lean Six Sigma to yield the Lean Six Sigma Methodology
- Considering the Toyota Production Process which integrates socio-technical systems that comprises management philosophies and practices
- Introducing the Profit Improvement Process (PIP), a method that engages the collective intellectual capital of the company to identify and harvest opportunities for profit improvement in all three areas of the profit equation: expense, loss and revenue.

### Session Four

#### Computing why many cost control and profit improvement programmes fail to achieve their desired objectives and learning from these mistakes

- Appraising why companies fail in their bid for cost reduction and profit improvement
- Recognising the elements present in companies that do succeed
- Tailoring practical ways to make your strategic cost control programme a success
- Understanding the strategic implications of your options and choices

### Session Five

#### Designing a successful strategic and sustainable cost control programme for your company

- Finding opportunities and detecting weaknesses in your financial control systems
- Choosing your model for cost reduction and profit improvement and integrating the model into your business
- Setting strategic goals for your organisation towards achieving sustainable cost control and profit improvements
- Focusing on the multiple elements of well set goals and ensuring that the goals are correct and meaningful for your organisation

### About your course leader

**Steven C. Martin**, President and CEO of Business Solutions – The Positive Way has over 35 years of hands-on experience as a manager, executive, consultant and business owner. He has been an independent business consultant for 12 years. His Bachelor of Science in Engineering is supplemented by a Master of Science in Creativity and Innovation. He is one of fewer than 300 people in the world with this advanced degree. Steven is an expert in the tools and principles of creativity and innovation. He is also a patented inventor. This workshop incorporates advanced innovation tools as they are applied to cost reduction and profit improvement.

He is the author of the books "Instant Profits: Making Your Business Pay," a definitive publication describing the success factors and process for cost reduction and profit improvement through incremental and continuous improvement programmes and also "Achieving World-Class Profit Improvement," a descriptive and useful resource for businesses of all types that wish to increase cash flow and profitability with practical tools, processes and over 250 ideas. He is also the author of other materials on the subject.

He has worked with numerous companies from small to very large and he knows what works and what will not work. He understands the barriers to success and the factors that help people and companies prosper even in difficult economic times. His management depth and breadth in company and business unit management includes results in product commercialisation operating efficiency, technology development and problem solving. Steve has held key positions in engineering, operations management, plant management, business unit management, marketing and sales, research and development and corporate management as a corporate officer (i.e. Executive Vice President, Chief Operating Officer and President).

He has been instrumental in creating business strategies, systems and cultures that enable organisations to reduce costs, increase profits and excel in highly competitive business environments. He has personally contributed over \$100,000,000 to the bottom line for employers and clients.

### Programme Schedule

#### Day One & Day Two

0830	Registration and coffee
0900	Workshop commences
1030	Morning refreshments and networking break
1100	Workshop re-commences
1245	Luncheon
1400	Workshop commences
1515	Afternoon refreshments
1530	Workshop re-commences
1700	Workshop concludes

### Professional In-House Courses

If you have a number of delegates with similar event needs, then you may wish to consider having a professional in-house course delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Sarah Faradilla** on +603 2723 6600 or email [sarahf@marcusevanskl.com](mailto:sarahf@marcusevanskl.com) to discuss further possibilities.

## Tuesday 26th May 2009

### Session One

#### Identifying areas for cost reduction and profit improvement from within your organisation

- Appraising the Seven Vital Resources that all businesses depend on to ensure profitability
- Maximising the value of resources that you already have in your current business
- Reviewing select tools such as opportunity finding, flow charting, life cycle costing, Pareto analysis and opportunity costing
- Finding hidden opportunities in your business to help reduce cost and improve profits (practical exercise)

### Session Two

#### Appraising areas for profit improvement in your organisation in terms of revenue to improve bottom-line profitability

- Addressing the implications of cost reduction to optimal pricing:
  - Pricing strategies
  - Volume opportunities
  - Tactical competitive opportunities
  - Strategic competitive opportunities
- Maximising the benefits of continuous improvement process and the impact it will have on your organisation's bottom-line
- Revenue versus profit
- Revenue rationalisation

### Session Three

#### Converting opportunities into reality from thought to results

- Developing the selection criteria for a successful cost control and profit improvement programme
- Aligning your programme with corporate mission, vision and goals
- Taking advantage of opportunities that are real and not imaginary – finding fake gold
- Evaluating opportunities that you currently have and choosing your priorities in order to create high level strategic plans

### Session Four

#### Integrating a cost reduction and/or profit improvement process into your corporate culture and strategic plans

- Assessing the Seven Stages of Corporate Maturity – where are you?
- Addressing the many issues of change and how to overcome them
- Designing the proper programme structure to ensure successful implementation
- Overcoming internal resistance to change by instilling the imperatives of communication at all levels in order to develop morale amongst employees
- Aligning integration and conflict with existing goals and objectives
- Obtaining buy-in and cooperation from employees across the organisation

### Session Five

#### Ensuring the sustainability of your cost reduction and profit improvement initiatives

- Measuring and monitoring the results of your cost control and profit improvement initiative
- Maintaining cooperation and enthusiasm across the organisation by continually keeping your employees involved and informed of your cost reduction and/or profit improvement processes
- Gaining feedback from employees and customers for further process improvements
- Updating and formulating further cost control and profit improvement strategies for long term organisational success

**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the course leaders, who have kindly committed and supported the event.

### Session Six – Practical Exercise

#### Strategising plans for successful implementation

- Utilising the crucial tools you have learned for successful implementation of sustainable cost control and profit improvement initiatives
- Identifying and maximising the opportunities that you currently have within your organisation
- Deciding which methods will work best for your organisation
- Formulating a formidable plan for implementation

### Session Seven

#### Taking it home – Gaining full value from the workshop

This is an open and highly interactive session, in which the module covered during the last two days will be reviewed and evaluated. Participants will get a chance to address any remaining questions and cases of participants will be discussed to fine-tune their understanding of the requirements for successful implementation of sustainable cost control and profit improvement strategies within their organisation.

### Why you cannot miss this event

There is absolutely no doubt that every business in the world is going to be impacted by the current global financial crisis. In this period of market volatility, companies are experiencing poor profits, substantial losses, cash burn, rising bank pressure as well as falling shareholder value. The International Monetary Fund forecasts negative GDP growth in 2009 for advanced economies and a significant reduction in growth for emerging and developing economies. This is the essential time to reduce costs and protect profits.

The common approach most companies take to reduce costs often involves tactical improvements which only bring about short term savings involving little change in organisational systems. However, these short term tactical improvements often do not bring about significant sustainable savings for the company. On the other hand, strategic cost reduction and cost control programmes can assist in bottom line profits not just during financial turbulence but in good times as well. **This course aims to assist your organisation in achieving long term sustainable savings by integrating cost control and profit improvement initiatives into your organisation's strategic planning process, to ensure long term sustainability and profitability.**

This course is designed and presented for the managers and executives that are responsible for developing and implementing strategic plans for their businesses and, ultimately corporate profitability. It seeks to provide a clear understanding of what an organisation need to embrace in order to achieve sustainable cost control.

Strategic & Sustainable Cost Control aims to enable the fulfillment of the entity's long term vision and shows participants **how to be more effective in driving cost down and increasing profitability** as they navigate the difficult seas of the current global financial crisis. These are the tools, models and strategies that achieve early as well as long-term sustainable results.

### Who should attend

Individuals like:

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|-----------------------|----------------------|
| • CEOs, COOs, CFOs    | • Vice Presidents    |
| • Executive Directors | • Managing Directors |
| • Directors           | • General Managers   |
| • Strategic Planners  | • Risk Analysts      |

Including senior executives and managers of:

- |              |               |
|--------------|---------------|
| • Finance    | • Operations  |
| • HR         | • IT          |
| • Purchasing | • Procurement |
| • Sales      | • Marketing   |

From across all industries