THE ART OF BUSINESS

Business Planning inspired by Sun Tzu

Sun Tzu was a Chinese General and military strategist who, in 475 BCE, wrote the widely respected and recognised guide to warfare that is taught today in military colleges around the world. This masterclass explores the parallels between how he prepared to lead an army into battle and how companies face and vanquish their competitors in the field of business.



In life as in business, we all tend to react rather than respond despite our best intentions. Inspired by this legendary military tactician, we will appreciate the importance of observation and how these can lead to valuable strategic insights that can help you secure competitive advantage.

Knowing what to do is as important of when to do it, which is why we'll look at how he schools to take the strategic offence and the importance of timing, so you can apply this back into your world.

We will explore the critical role of leadership and its importance in maintaining order, control and morale - particularly in times of chaos. We will show you how to manage the variables and make the most of every opportunity, situation, environment and setting that may present themselves.

Our commitment to giving back
As part of our corporate pledge, we set aside 10% of our revenue to support development opportunities for charities.

KEY COURSE OUTCOMES

- Understand Sun Tzu's theories and strategems.
- Identify the parallels in your business, and translate these into winning business strategies.
- Leave the session with a toolbox of tips and techniques that you can immediately use back at work.

THE DETAILS

We offer bespoke facilitation designed to meet both individual and group needs, delivering positive and immediate impact and lasting change in organisations.

Group Size	Up to 12 people
2 Hours	$2750 + GST
Half Day	$3000 + GST
Full Day	$5000 + GST

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