

# Master Class on Business Costs Reduction

Strategies and best approaches to bring down & streamline business cost

Date: 2 & 3 August 2010

Venue: Berjaya Times Square Hotel & Convention Centre, Kuala Lumpur, Malaysia



*“In the future, instead of striving to be right at a high cost, it will be more appropriate to be flexible and plural at a lower cost. If you cannot accurately predict the future then you must flexibly be prepared to deal with various possible futures.”*

Edward De Bono

## Testimonials for Steven C. Martin

*“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. 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

## By World Class GURU + Master Trainer



### Steven C. Martin

President & CEO  
Business Solutions - The Positive Way

Author of

- Instant Profits: Making Your Business Pay
- Achieving World-Class Profit Improvement

## Our Master Class Benefits

- 💡 Experienced, authoritative and highly acclaimed trainer
- 💡 A whole new experience in training coached by an internationally respected expert
- 💡 In-depth, tailor made programme outline to address current business concerns
- 💡 Practical exercises to suit specific profiles of participants attending the training
- 💡 Best advice, knowledge sharing and sharing platform

## Who Should Attend?

- CFOs, CEOs
- COOs, CTOs, CIOs
- Managing Directors
- Executive Directors
- Financial Controllers
- Accounting & Finance Managers
- Accountants & Auditors
- Company Secretaries
- Strategic Planning Managers
- Heads of Risks Management
- Heads of Business Units
- General Managers
- Operations Managers
- Facilities Manager
- Administration & Office Management

## Introduction

In Asia, SingTel (Singapore's leading telco company) announced cost-cutting measures in October. The Malaysian government in November asked Telekom Malaysia to cut broadband costs. During economic uncertainty, many operators re-focus their strategy on cost reduction. This is often the key to survival, but not all of them are successful.

When economy is in the recovery mode, cost saving is being looked upon as profit making exercise. Cutting cost should have same strategic approach that business follow to augment profits. Cost reduction and other strategies for profit improvement are indeed vital for business success and survival.

This Business Cost Reduction Workshop is designed to provide participants exposure to world-class cost reduction and profit improvement ideas, tools, methods and strategies. This is a hands-on learning workshop where you will work on projects for your own benefit. You have the opportunity to not only see what works but to apply it immediately in your own experience.

The workshop gives the participant powerful processes and tools in addition to specific ideas for cost reduction and profit improvement. It helps managers fulfill their obligation to give personnel the essential tools and knowledge to meet any requirement for cost reduction, budget reduction and profit improvement. You should attend and/or send staff if you have any concerns about costs and profit in 2010 and beyond.

## Key Learning Outcomes and Benefits

- **Best** Cost reduction and profit improvement examples from real life
- **Understanding** The Profit Equation – the interaction of revenue, loss and expense = profit
- **Practical** Insights into what ideas does and does not work
- **How** to make your cost and profit initiatives succeed by seeing how it can fail
- **How** to measure your savings and profits for a better cost reduction approach
- **Understand** how to manage the vital resources of your business that determine your profits and success
- **Learn** from proven tools for finding cost reduction and profit improvement opportunities
- **Know** advanced methods for quickly evaluating opportunities
- **Gain** important insights on how to overcome resistance while changing approach to cost management
- **Learn** how to get momentum for cost reduction and profit improvement moving in the right direction and keep it going
- **Get** equipped with practical and innovative tactics that can reduce expenses

## Why you cannot miss this event

Every company can benefit. Even existing cost control strategies can benefit from the holistic methods used by Steven. He has decades of management experience and is a leading trainer and expert in cost reduction and profit improvement. Steven will guide you through his methods and challenge you to create new ideas to improve your organization's bottom line.

## Day 1

Monday, 2 Aug 2010

8:30 am

Registration

9:00 am

### Session 1

#### Laying the Foundation with Cost Reduction and Profit Improvement World-Class Fundamentals

- Understanding the profit equation and exactly what drives your profits
- Discussing the four types of cost reduction
- Understanding critical success factors for long term cost reduction success

10:30 am

Morning Refreshments / Q & A

10:45 am

### Session 2

#### Clearly Understand the 7 Vital Resources That Ultimately Determine Your Profits

- These vital resources include: time, energy, financial, people, material, space and knowledge
- See how the management of these resources can improve your profits significantly
- Learn how to look beyond the numbers to actions that influence your business results
- Exercise: Where are your costs? A facilitated exercise to help identify opportunities for cost reduction and profit improvement

12:45 pm

Networking Lunch

1:45 pm

### Session 3

#### Identifying options for cost reduction and profit improvement

- Identifying opportunities for your business
- Finding opportunities for your business that are beyond the obvious
- Discussing case study examples of cost reduction and profit improvement

### Session 4

#### Sorting ideas and opportunities to find the best and avoid distractions

- Learning how to reach consensus quickly and effectively
- Evaluating new opportunities that you have identified in this workshop
- Setting decision criteria that will make sure you have sustainable success
- Avoiding the pitfalls of many good looking cost reduction ideas that turn out to be costly distractions

3:45 pm

Afternoon Refreshments / Q & A

4:00 pm

## Exercise Session

- **Finding hidden options:** A facilitated exercise using tools to look beyond the obvious
- **Generating your own ideas:** A guided exercise to identify possible cost reduction and profit improvement ideas in your company
- **Creating important criteria:** A facilitated exercise to set the groundwork for better decision-making

## Day 2 Tuesday, 3 Aug 2010

8:30 am Registration / Morning Networking

9:00 am

### Session 5

#### Refining real cost reduction ideas and opportunities to insure that they can be implemented successfully

- Selecting the right opportunities for cost reduction
- Refining opportunities to insure success
- Experiencing case study examples of valuable opportunities and those that are misleading
- Identifying and overcoming obstacles to success

10:30 am Morning Refreshments / Q & A

10.45 am

### Session 6

#### Experiencing how to convert an idea into reality and real profits

- Converting opportunities into reality
- Leveraging resources for maximum benefit

#### Exercise - Modern Tools & Strategies for Costs Reduction

- **Understanding the “Lean” concepts** that are so widely talked about as a key to cost reduction
- **Creating your own cost reduction project:** A guided exercise to apply everything learned to this point

12:45 pm Networking Lunch

1:45 pm

### Session 7

#### Finish writing your cost reduction workshop projects and making plans to put them into action when you return to work

- Using advanced planning techniques to insure success of a cost reduction and/or profit improvement project
- Converting concepts into reality by writing an action plan

3:45 pm Afternoon Refreshments / Q & A

4.00 pm

### Session 8

#### Summarizing the Entire Session

- Reviewing the key points and tying them together for greater understanding
- Answering your specific questions

#### Exercise - Taking it Home & Real World Application

- **A facilitated Exercise** that allows each participant to personalize their experiences and understandings from these two days
- **Includes a 17 page workbook** for use during and after the workshop at no extra cost !

6.00 pm End of Training

#### Quality Guarantee!

The program is meticulously researched and content put together are most relevant to today's business environment. In fact, we are sure that the program would satisfy your needs and if you are not satisfied, we would refund you the course fees minus hotel banquet charges and documentation costs. Terms & Conditions apply.

## Your Trainer

**Steven C. Martin** President of Business Solutions - The Positive Way, has over 38 years of hands-on experience as a manager, executive, consultant and business owner. His experience includes over 10 years of applied research and development, over 13 years of marketing and sales experience and 20 plus years in operations management including top executive level 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 is the author of the books “Instant Profits: Making Your Business Pay” and “Achieving World-Class Profit Improvement” as well as other materials on the subject.

His BS in engineering is supplemented by a 1999 MS in Creativity and Innovation. Steven was the 136th person in the world to be awarded this advanced degree. Steven is a patented inventor as well as being an expert in the tools and principles of creativity and innovation.

Steven has worked with numerous companies from small to very large and has experienced both success and failure. 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 commercialization, operating efficiency, technology development and problem solving.

He has been instrumental in creating business strategies, systems and cultures that enable organizations to reduce costs, increase profits and excel in highly competitive business environments. He trains, consults and works internationally with companies and organizations of all sizes. He has personally contributed over \$100,000,000 to the bottom line for employers and clients.

#### Steven's Clients Worldwide

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|--------------------------------|-----------------------------------|
| • PG&E                         | • Federal Reserve Bank            |
| • Westinghouse                 | • Strippit, Inc                   |
| • Teledyne Wah Chang           | • Dinaire Corp                    |
| • NL Industries                | • Schlumberger                    |
| • State University of New York | • The Mentholatum Co              |
| • Superior Lubricants          | • Dunlop Tires                    |
| • ASARCO                       | • Scott Aviation                  |
| • HSB Group Inc                | • Gibraltar Steel                 |
| • US DOD                       | • Hindustan Petroleum Corporation |
| • AirSep Corp Dresser-Rand     | • Lupin Ltd                       |
| • Delphi Harrison              | • Larsen & Toubro Ltd             |

#### FREE Digital Copy of Book Authored by the Trainer !

#### “Achieving World-Class Profit Improvement”



This book gives you what you need to establish a continuous or periodic Cost Reduction or Profit Improvement program in your business. **It includes:**

- How to generate hundreds of Cost Reduction and Profit Improvement ideas rapidly
- 40-question World-Class Profit Improvement Test.
- Eleven real-life tested strategies to guarantee success
- What it takes to keep going strong & avoid cost reduction programs that run out of momentum before 18 months