



# Catalyst for Change<sup>®</sup>

## Workshop Series 2008

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***i-Workshop: Being an Innovation Catalyst***  
20th November 2008



***Leading Innovation – Creating a Culture of Innovation***  
3<sup>rd</sup> and 4<sup>th</sup> December 2008



Official Hotel  
**hotel maya**  
KUALA LUMPUR



Organised by



Thus the task is not so much to see  
what no one yet has seen,  
but to think what nobody yet has thought  
about which everybody sees

Schopenhauer

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The need to innovate is no longer the question. The challenge is, how do we do it, especially in the Malaysian context. ACC's experience, shows that even though innovation is a common word it's only beginning to become part of company culture in Malaysia. The primary focus is still on **cost cutting, operational efficiency, benchmarking, copying competitors and head on competition.**

Innovation phobias and misguided views of what innovation is have caused a lack of **courage and readiness to embark on the innovation agenda.** Hence, in 2007, we introduced The Catalyst for Change® workshop series as an effort to bring innovation to more Asian companies that are curious or ready to embrace the innovation agenda. We have designed the workshop to be **simple and pragmatic, easy to grasp and consistent with the evolving Asian culture and values.**



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## About Alpha Catalyst Consulting

Alpha Catalyst Consulting (ACC), established in the year 2000 is an Asian based new age management consulting firm that specializes in *organizational innovation and renewal*.

ACC's focus is on delivering consulting and learning solutions that enables organizations to be more competitive in the market by building *organizational capability and capacity to innovate and renew* itself on a consistent basis.

ACC was founded by Azim Pawanchik based on his belief that Asian based organizations can have a bigger stake in the global economy by *investing in innovation*.



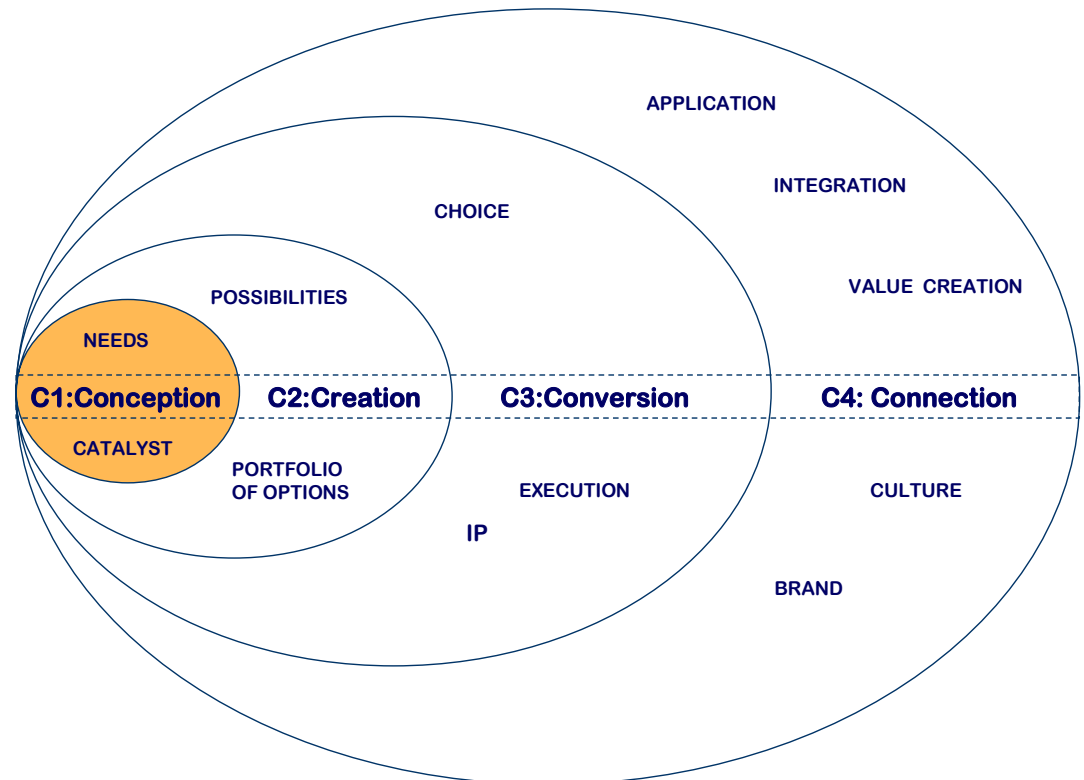
He strongly believes that many organizations have not tapped on the *latent capability that lies dormant* within most organizations.

His passion and belief in innovation is based on his extensive research and experience working and consulting with global and Asian based organizations. This includes the following:



**Creativity + Constraints = Innovation**

## Catalyst for Change® Innovation Cycle



### ACC's Definition of Innovation:

- Conceiving the *need for change*.
- Creating *breakthrough alternatives or possibilities*.
- Converting the most promising alternative into a **definite solution**.
- **Connecting** the *solution* with the challenge to **create value**

## Workshop Facilitators

**Azim Pawanchik,**  
Principal Consultant/Lead Facilitator



Azim specializes in the areas of organizational change and innovation. He has vast experience in culture change projects, mergers and acquisitions and organizational realignment. He has consulted and worked with companies in Malaysia, Singapore and Indonesia such as Panasonic, ABN AMRO, American Express, Shell, Technip, Petronas and many others. He speaks/presents regularly in conferences and organizations on the subject of innovation especially on "Embracing Constraints to Innovate" and "The Courage to Create"

He received his MBA from the UK and his BSc (hons) in Chemistry from University Malaya. He is a certified practitioner of Herrmann Brain Dominance Instrument (HBDI) and Whole Brain Technology. He is a member of the Malaysian Association of Creativity and Innovation. His current focus is on applying the Catalyst for Change® innovation management methodology in companies to create value. Apart from that he also specializes in using Visual Thinking and Asian martial arts philosophy to enhance personal creativity and flexibility.

**Dr. Suraya Sulaiman,**  
Senior Consultant/Co-Facilitator



Dr. Suraya, a senior consultant for Alpha Catalyst Consulting specializes in personal creativity, energy and stress management. She has coached individuals and worked with clients such as Dutch Lady, Nippon Oil, Technip, Panasonic and Petronas. Apart from being a medical specialist she has a certificate in stress management from the UK. She has been trained in several personal performance related areas such as the Silva Mind Control (technique in stress, relaxation and goal achievement) and Braingym (A technique from the US for integrating the mind-body connections for higher performance).

She is also a certified consultant in using the HBDI and the Whole Brain Technology. Her strength is in her capability of blending knowledge from brain science, health sciences and natural health to help organizations tap on their people's talents and capability.

**"Innovation cannot be taught, but it can be learnt. I can't teach you to be innovative, but can provide you with the process and it is up to you to discover what's your style when it comes to being innovative"**

**Our role is more of facilitator, in a sense that we get people within the organization to discover the problems, solution and ideas**

# Management

The Catalyst for Change Workshop in the Financial Edge Daily Sept 2007

## Tapping the capacity for innovation

Catalyst for Change workshops aim to activate creativity

by Ooi Ying Nee  
ooying@edge.com

Companies worldwide are making investments in innovation a priority to sharpen their competitive edge in the globalised world. According to "The World Business/INSEAD Global Innovation Index 2007" report published in the February 2007 issue of The World Business, simply adhering to status quo is a losing strategy and in order to succeed, companies are jumping on the innovation bandwagon in order to create new value in their business.

That's why Alpha Catalyst Consulting, an Asian-based management consulting firm, has been conducting in-house programmes on organisational innovation and renewal for multinational companies such as Panasonic, AffinBank, DHL, Airfoil Services and Shell.

It also recently organised a public "Catalyst for Change" workshop series that was piloted by a workshop on "Innovation Activation: The Chemistry of Creativity and Constraints" in early September.

The programme seeks to help participants increase their capability and capacity to innovate new solutions to problems and challenges that would enable their organisations to be more competitive and achieve higher performance.

Alpha Catalyst's principal consultant and founder Azim Pawanchik said the "Innovation Activation" programme sought to introduce the fundamentals of innovation and its application in managing work culture and organisational processes.

"The word innovation... people would think about inventions. But we're talking about internal processes and the way you manage can be innovative. Things like six sigma is an example of management innovation," he told The Edge Financial Daily.

He said the consulting firm has assisted clients develop innovative solutions such talent retention, developing synergies between departments and integrating work cultures.

The keystone of the workshop is its



The Catalyst for Change workshops seek to introduce the fundamentals of innovation.

"Innovation Activation Framework." Azim said the four-stage process of innovation starts at the "conception" stage where an organisation's stakeholders rationalise the needs and urgency for change, followed by the "creation" of possible ideas and solutions. Then comes the "conversion" stage where ideas are turned to reality, followed by the "connection" stage where participants are taught to integrate the new idea or product within the organisation in a way that would create value.

"Innovation cannot be taught, but it can be learnt. I can't teach you to be innovative, but I can provide you with the process and it is up to you to discover what's your style when it comes to being innovative," he said. "If we provided a framework, a structured approach to thinking, then chances are people will be able to generate ideas provided people feel safe to express ideas without the fear of peer ridicule. Our role is more of a facilitator, in a sense that we get people within the organisation to discover the problems, ideas and solutions."

"We can't respect everyone in the organisation to be innovative because it is part 'nurture' and part 'nature'. When you were growing up, which part of your brain developed more? What we hope for in the organisation is for people to understand that different people have different roles at different stages of innovation," Azim said.

One of the programme participants, Adeline Looi, who is the change manager cum assistant training and development manager for Dutch Lady, said the programme provided practical approaches to innovation and change management in the event of situational constraints.

"For change management, constraint is very real. We usually respond to it as something negative or something holding us back. We're trained that constraints set a boundary for us. What worked for us was the concept of embracing constraint," she said. "If the organisation wants to introduce a culture change, there is a way you can do it — by putting it on boards, on posters — or you could look at it from the perspective of where the company is today and where it wants to be tomorrow and you can innovate accordingly. After all, we always want to improve and every step of improvement is an innovation," she said.

But more than that, Azim said the ability to think creatively or innovatively is a function of the right side of the brain and the activities Alpha Catalyst uses helps stimulate those brain functions.

Looi said instead of giving a dry lecture to 15 grown adults for a full day, Azim and his team kept the programme fun and challenging, yet managed to tie each activity to innovation.

"How Azim did it was very good because he covered the concepts of Aikido and he tied it back to innovation and it was relevant. It was physical, hands-on practice. The robotics was good exercise that involved teamwork and thinking creatively. None of us are mechanics and putting two robots to the test is not our cup of tea, but we were practising what we learnt and at the end of the tournament, we reviewed it. It was very good way to drive the point home," she said.

The workshop series is highly interac-

## THE 4 Cs OF INNOVATION

**1 Conception**  
Ask yourself why is there a need for change? Find out what every stakeholder wants to achieve and come up with a universal purpose or objective. Weigh the risk and possibilities; and identify the constraints of the problem so you can work around it, or perhaps leverage on it.

**2 Creation**  
Explore all possible ideas. Be creative with how you explore those ideas such as using visuals, stories, storyboarding and mind maps. Understand your options thoroughly and weigh the risk and benefits of each idea. Gather as much knowledge, insights and ideas from your stakeholders as you can, and try seeing the problem and the solution from their perspective.

**3 Connection**  
Consider your best option based on the chances of success and ease of execution. Decide on how much risk you're willing to take. Then, work out the resources, be it cash, talent or other resources, and make the tangible solution happen.

**4 Contribution**  
Great ideas don't always create great value if they are unnoticed or unappreciated. Create value with your innovation. Hone your presentation and marketing skills and get creative again. Ask yourself how you can connect the solution to the challenge. How do you convince the cynics and "sell" or "brand" the idea.

## Workshop 1: i-Workshop – Being an Innovation Catalyst

Date: 20<sup>th</sup> November 2008 (1 day)  
Duration: 8:30am-5:30pm

**Where do ideas come from?  
How can I generate breakthrough ideas?  
How can I be more imaginative?  
How can I generate more insights?**

Insights, ideas, imagination and intuition are the raw material which drives innovation and change. This workshop explores how we, the individual can be an innovation catalyst by immersing ourselves in the Catalyst for Change<sup>®</sup> philosophy. The philosophy is less about techniques but more about being. It's about unlearning and pausing, to allow insight, ideas and imagination to soar. This involves sensing things around you, learning from past gurus as well as reflecting on your own personal experience. At the end of the session we hope that you will be able to gain new insights, re-imagine new possibilities and concepts to design new solutions to the problems or challenges that you are facing at the work place.

### This workshop will help participants:

- Understand self better
- Work more effectively with constraints and limitations.
- Use visual thinking to generate insights
- Generate new ideas by blending different concepts and ideas
- Be a more effective solution designer
- Lead the discovery for new solutions
- Be a role model for leading change
- Obtain the license to innovate (i-license)

**“Design thinking is an approach that uses the designer’s sensibility and methods for problem solving to meet people’s needs in a technologically feasible and commercially viable way. In other words, design thinking is human-centered innovation.” —Tim Brown, IDEO**

**“The new economy represents a shift from the production of goods to the production of ideas” – Prof. Joseph E. Stiglitz**

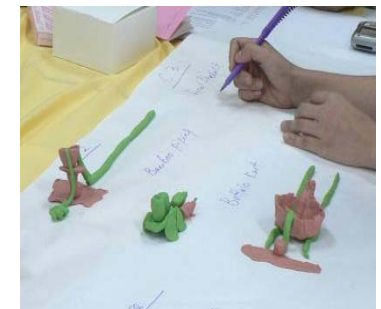
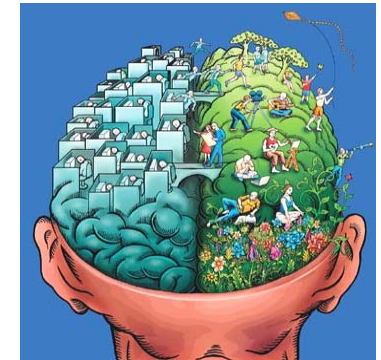
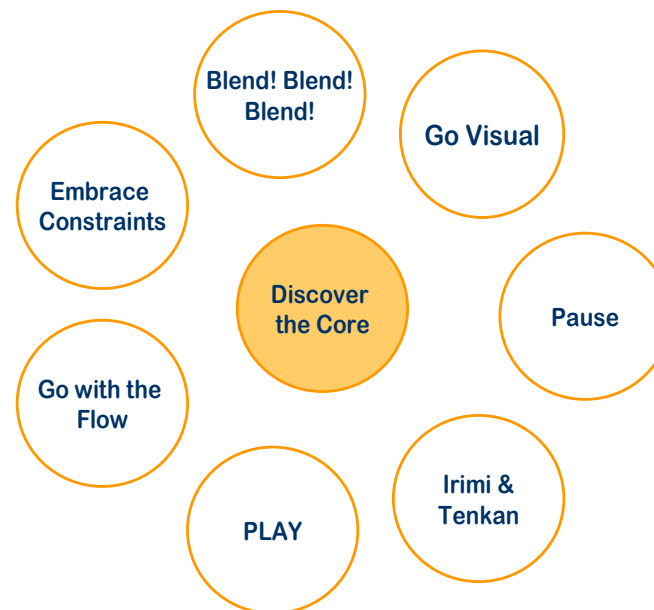
### Key Topics:

- The Rise of the Innovation Economy
- The Science behind Creativity and Insights
- Fundamentals of Innovation and Solution Design
- Catalyst for Change<sup>®</sup> Philosophy

### Who should Attend:

This workshop is designed for Change Agents, Team Leaders, Project Leaders, senior and middle managers who seek fresh insights and ideas to boost their personal and project performance.

### Catalyst for Change<sup>®</sup> Philosophy



## Workshop 2: Leading Organizational Innovation: *Creating a Culture of Innovation*

**Date:** 3<sup>rd</sup> and 4<sup>th</sup> December 2008 (2 days)

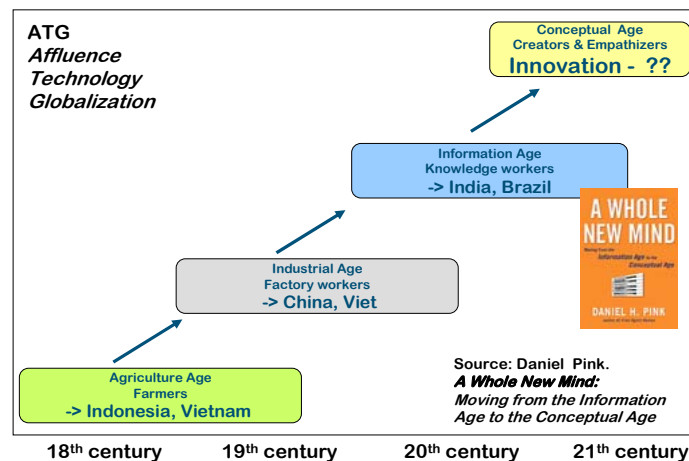
**Time:** 8:30am-5:30pm

The challenges for an organization to remain competitive is so intense that it needs to constantly adept and innovate to stay ahead. A leader's role in the 21st Century is no longer about ensuring compliance but instead to facilitate the creation of new ideas and to energize their people to execute the ideas effectively. This workshop is designed to help participants understand the fundamentals of innovation, to help them facilitate and drive innovation and change in their department or organization.

### The workshop will help participants:

- Understand the new role of leaders in the innovation economy.
- Uncover the fundamentals of innovation and renewal
- Learn how to encourage renewal, creativity and innovation.
- Identify their team's strengths and talents in the different stages of an innovation process.
- Discover their team's energy source and inhibitors.
- Develop a culture of creative collaboration and learning among their people.
- Develop a structured approach in managing innovation and change.
- Assess the organization's readiness for innovation
- Create space and context for innovation to happen

### Economy in Transition



### Key Topics:

- The Transition from Knowledge to Innovation Economy
- The Role of Strategic Innovation
- Drivers and Barriers of Innovation
- Leadership in the Innovation Economy
- Catalyst for Change® Innovation Cycle
- The 8 Elements Assessment
- Creating an Innovative Culture
- Leading Innovation Projects

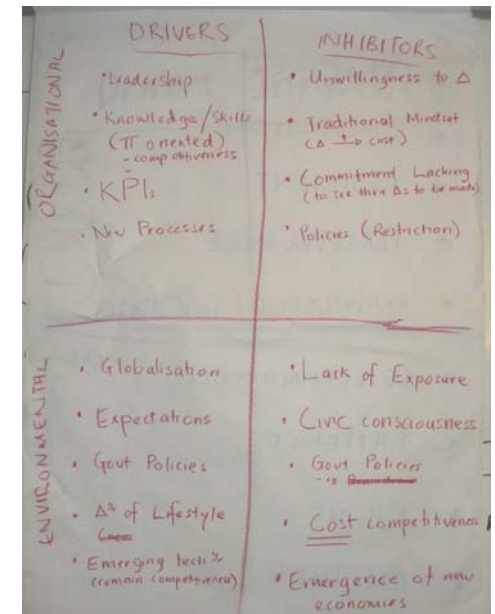
### Who should Attend:

This workshop is designed for Change Agents, Team Leaders, Project Leaders, senior and middle managers embarking in culture change and organizational change/improvement projects. This workshop is also suited for those who need to develop and prepare themselves for a more strategic role in their organization.

## The 8 Elements



facilitate & drive innovation



## REGISTRATION DETAILS

Participant's Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Department: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

E-mail address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Contact Person Name (HR/Admin): \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

I am attending the:

- Workshop 1: i-Workshop – Being an Innovation Catalyst (20th November08)
- Workshop 2: Leading Organizational Innovation: Creating a Culture of Innovation (3rd and 4th December 08 )

### REGISTRATION FEE

Workshop 1: RM 1288/ per person

Workshop 2: RM 2088/ per person

Early bird Registration and group registration (more than 3 persons) : 10% discount

**Notice:** Registration details together with full payment must be made prior to the workshop to confirm a place.

### PAYMENT METHOD

Company cheque /Bank Draft.

Cheque No: \_\_\_\_\_

Cheques are to be made payable to “Alpha Catalyst Consulting”.

### Enquiries:

Registration: info@alphacatalyst.com

Content: azim@alphacatalyst.com

suraya@alphacatalyst.com

Phone : 603-26150133 (Rita or Rozana)

## INFORMATION

### Disclaimer

Change of programme date, facilitator or venue.

The organization reserves the right to make any amendments, cancel/ change the programme, speaker, date or venue if warranted by circumstances beyond its control. However, every effort will be made to inform the participants of the changes.

### Additional expense

The organization shall not be responsible for any additional expenses incurred by any participant(s) in the course of attending the programme.

### Workshop Venue and Accommodation

Hotel Maya Kuala Lumpur

138, Jalan Ampang, 50450 Kuala Lumpur

Tel: 603 27118866 Fax: 603 2711 2277

Website: www.hotelmaya.com.my

### Early Bird Registration

Workshop 1: Register by the 30<sup>th</sup> October 2008

Workshop 2: Register by the 12<sup>th</sup> November 2008

### Substitution or cancellation

Substitution of participant(s) is allowed at no extra charge, provided the organization is notified in writing. Please provide the name and the title of the substitute participant at least 2 working days prior to the programme.

Refund policy: Cancellations are to be made in writing

- 1 month prior to commencement of programme – full refund
- 2 weeks prior to commencement of programme - less RM 500 (for administrative charge)
- 1 week prior to commencement of programme – 50% of the programme fee is refunded

### Non-attendance

If a participant fails to attend a programme, the programme fee will not be refunded nor allocated to another programme.

### To register

Fax : Completed registrations forms to (603) 2615 0088

Telephone : (603) 2615 0133

Mail : Mail the completed forms together with payments to Alpha Catalyst Consulting, 36th Floor, Menara Maxis, Kuala Lumpur City Centre 50088 Kuala Lumpur.