



Lynch Pin Holdings

# SCALING UP KUALA LUMPUR 2025

COURTYARD BY MARRIOTT, SETIA ALAM | 14 - 15 JULY



Featuring  
**VERNE HARNISH**  
SCALING UP GURU

**JEREMY HAN**  
SCALING UP  
CERTIFIED COACH  
(Guest Speaker)



Do you have the right **MINDSET**  
to scale up your business?



Do you have the right  
**PEOPLE** to drive strategy?



Do you have the perfect  
**STRATEGY** to execute?

Are you wasting cash on  
poor **EXECUTION**?



Do you have enough  
**CASH** to fuel growth?



## MASTER SCALING UP BRILLIANCE & SUSTAIN IT!

ARE YOUR PAIN POINTS OF **PEOPLE**, **STRATEGY**, **EXECUTION** & **CASH**  
STUMPING YOUR BUSINESS GROWTH?

### THE IMPACT OF SCALING UP WORKSHOPS



**BONUS: Exclusive  
Dinner With VERNE HARNISH**  
*Ceo*

• This CEO Dinner is Exclusive for CEO or Business Owners ONLY.



**SCALING UP STARTER  
PACK INCLUDED!**

• The 'Scaling Up' Book will be given to CEOs/Business Owners ONLY  
• 'Start to Scale' & '12 Habits of Valuable Employees' will be given to ALL





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# THE IMPACT OF SCALING UP WORKSHOPS



Marina Bay  
Singapore



Jakarta  
Indonesia



Amsterdam  
Netherlands

*"An eye opening experience that's transformative.*

*Mind-blowingly, their ability to articulate complex concepts in a clear and concise manner ensured that I could grasp the key principles of business scaling, and I have gained a clearer vision of how to scale the business effectively."*

**Kent Chua, Rhombus Connexion (RCX)**

*"A mind-blowing experience that is prepped with amazing case studies to construct your businesses to be 'anti-fragile' and specifically consistent! "*

**Gwyn Chew, Digital Way**

*"Very inspiring! I'm so glad to be on a Scaling Up journey! Verne is AWESOME. After years of studying his stuff, watching him online, this was a privilege."*

**Sunico Chin, Hashtag Interactive Pte Ltd**

*"My rating is actually an 11. Single best YPO education event that I have been to in 15 years of YPO.*

*Rockefeller habits are an incredibly powerful system, whose simplicity makes it possible to communicate our strategic plans and progress to each person in our now 1,600-strong employee body. If you want real results, forget a Harvard MBA! I know of no other strategic management system that is better."*

**Greg Krasnov, CEO, Platinum Bank**

*"Verne is the master of 'actionable' tools. His practical advice has helped align our firm around what's important and energized our team to reach for what they thought was impossible. Verne himself is a gazelle among gazelles."*

**John Warrillow, President, Warrillow & Co., Inc**





# PROGRAM TAKEAWAY



PEOPLE



STRATEGY



EXECUTION



CASH



## EXECUTION

- How meetings eliminate the perception of micromanagement
- 3 Daily Huddle must-haves (invest 15 minutes to free up a full a hour)
- Weekly Meeting Checklist: 6 crucial items you can cover in 60 minutes
- Sharing your DNA: Monthly Meetings guaranteed to get your entire team on the same page, at the same time – and avoid “Groundhog Day”.
- Quarterly Meetings: 5 non-negotiable agenda items to align everyone with the organization’s goals and priorities
- Energise Them: Specific ways to rally your troops using quarterly themes
- The single most powerful question to ask in Quarterly Meetings to guarantee scalable gains



## ORGANIZATIONAL STRUCTURE

- The weakness in most growth environments that poses the biggest threat
- Accountabilities vs. Processes: the difference and why you must track both
- Drilling down: The real reason to chart workflow



## PEOPLE

- Best-Practice Hiring Techniques: How to spot, attract and keep top talent
- Highlights from a Harvard University study to help you connect with every single person in your organization
- The hottest senior position in today’s growth companies (create it, fill it, and watch everyone get smarter)
- Business Units vs. Functional Heads: Find the perfect balance and keep customer satisfaction soaring
- The Almost Matrix Organization: A gold nugget from a management sage whose theories have stood the test of time



## GROWTH TOOLS

- Accountabilities Worksheet. Get the right people doing the right things.
- One-Page Strategic Plan. Every person in your organization must be on the same page. This is that page.
- Rockefeller Habits Checklist. Every experienced pilot goes through a preflight checklist. You should too.
- Who-What-When Worksheet. Build a better to do list and drive tactical priorities.
- KPI Worksheet. Identify the numbers you must watch daily to maintain your growth trajectory.
- Critical Numbers Worksheet. Track short-term, focused, measurable outcomes.
- Cash Conversion Cycle Worksheet





# PROGRAM AGENDA

## CEO DINNER / 13 JULY

TIME (MY)	DURATION	TOPIC / ACTIVITY
6:00 PM	1 hr	• Registration
7:00 PM	1 hr	<b>CEO DINNER</b> with <b>Verne Harnish</b> starts!
8:00 PM	1 hr 30 mins	• Keynote Speech by <b>Verne Harnish</b>
9:30 PM		<b>END</b>

## Welcome to Our Exclusive Dinner With VERNE HARNISH Ceo

*Sit down with Verne Harnish for an intimate discussion on Leadership's role in implementing the Scaling Up Framework.*

*Exchange valuable business perspectives and network with other accomplished Business Leaders who have navigated the challenges and successes of entrepreneurship.*

- This CEO Dinner is Exclusive for CEO or Business Owners ONLY.
- Our Invitation to the CEO Dinner will be extended to ONE CEO or Business Owner out of your 4 Team Members attending.
- Should you wish to bring a plus one, extra cost may be incurred. Kindly let our Events Team know at [hello@lynch-pin.com](mailto:hello@lynch-pin.com)





# PROGRAM AGENDA

DAY 01/14 JULY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	1 hr	REGISTRATION
9:00 AM	1 hr 45 mins	<b>Scaling Up Workshop</b> by <i>Verne Harnish</i>
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	<b>Scaling Up Workshop</b> by <i>Verne Harnish</i>
1:00 PM	1 hr 30 mins	LUNCH
2:30 PM	1 hr 45 mins	<b>Scaling Up Workshop</b> by <i>Verne Harnish</i>
4:15 PM	30 mins	PM BREAK
4:45 PM	1 hr 45 mins	<b>Scaling Up Workshop</b> by <i>Verne Harnish</i>
6:30 PM		END





# PROGRAM AGENDA

DAY 02 / 15 JULY

TIME (MY)	DURATION	TOPIC / ACTIVITY
8:00 AM	1 hr	REGISTRATION
8:45 AM	1 hr 45 mins	<b><i>Scaling Up Workshop</i></b> by Jeremy Han
10:45 AM	30 mins	AM BREAK
11:15 AM	1 hr 45 mins	<b><i>Scaling Up Workshop</i></b> by Jeremy Han
1:00 PM	1 hr 30 mins	LUNCH
2:30 PM	1 hr 45 mins	<b><i>Scaling Up Workshop</i></b> by Jeremy Han
4:15 PM	30 mins	PM BREAK
4:45 PM	1 hr 45 mins	<b><i>Scaling Up Workshop</i></b> by Jeremy Han
6:30 PM		END





# OUR TRANSFORMATIONAL SPEAKERS



## **VERNE HARNISH** *SCALING UP GURU*

Verne Harnish is a renowned entrepreneur, author, and educator with over three decades of experience in business growth and leadership development. He founded the Entrepreneurs' Organization (EO) and led the prestigious "Birthing of Giants" CEO program at MIT. As CEO of Gazelles, a global coaching company, Verne has empowered entrepreneurial teams worldwide. Known as the "Growth Guy," he is a columnist for Fortune magazine and the author of bestsellers like "Scaling Up" and "Mastering the Rockefeller Habits," providing valuable insights into scaling businesses effectively. Verne also chairs annual Growth Summits globally and teaches in an executive program at MIT, solidifying his reputation as a leading authority in business growth and strategy.

## **JEREMY HAN** *SCALING UP ASEAN CERTIFIED COACH*

Jeremy Han is a Board and C-Suite Advisor, Scaling Up Certified Coach, and Family Office Advisor committed to helping businesses and families achieve sustainable growth with impact. With 20+ years of experience across APAC, he has driven 10X growth for many companies through Scaling Up and digital transformation. As Corporate Strategy Director at Adam Khoo Learning Technologies Group, he scaled net profits by 12X (2015-2019) and doubled growth in 2020. A sought-after keynote speaker, he mentors social enterprises on poverty eradication and aims to help 100 CEOs create meaningful change, including generating 1 million jobs and enabling 1 million underprivileged children to attend university within 10 years.







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# INVESTMENT FEE

INDIVIDUAL	FOR A TEAM OF 4 FROM THE SAME COMPANY
RM 6,500 Per Pax	<b>BUY 3 TICKETS, GET 1 FREE</b>
<b>FEE IS EXCLUSIVE OF 8% SST</b>	

## CANCELLATION & REFUND POLICY



**NO REFUND: AFTER 14 JUNE**  
**25% REFUND: BEFORE 14 JUNE**



- Register for 20% Early Bird by 31st May 2025.
- Substitutions are welcome at any time. Please notify us **at least 3 working days** before the event.
- All cancellations must be in writing by email to our Event Administrator.
- Lynch Pin Holdings Sdn Bhd reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

## HOW TO REGISTER

- Click Here to Register :  
<https://www.lynch-pin.com/r/resukl25>
- Reach out to us via E-mail :  
[hello@lynch-pin.com](mailto:hello@lynch-pin.com)
- Visit Lynch Pin's Website | Event Page :  
<https://www.lynch-pin.com/r/regsuac24>



**HRDCORP CLAIMABLE UP TO  
MYR 3,500/PAX FOR 2 DAYS**

**MyCOID & COMPANY NAME :  
943338D  
(LYNCH PIN HOLDINGS SDN. BHD.)**