

SCALING UP KUALA LUMPUR 2024

+ COURTYARD BY MARRIOTT | 28 - 30 APRIL

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



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!

Featuring

VERNE HARNISH

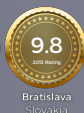
BONUS Speaker!

KEVIN DAUM

Keynote Address

ANDREAS VOGIATZAKIS

THE IMPACT OF SCALING UP WORKSHOPS



"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



SCALING UP STARTER PACK INCLUDED!

Every Individual is entitled to receive ONE Scaling Up Book.
Every Team Of 4 Only Get ONE Scaling Up Book.



Lynch Pin Holdings

www.lynch-pin.com

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PROGRAM TAKEAWAY

TESTIMONIALS :

"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**

"My sincere thanks for the Rockefeller Habits training. I attended it with my team last year in Prague. We implemented numerous processes (daily meeting, good news, next 90 days, business lunch, and walking together) during the year at our 1,200-person company. Our learning resulted in a clear definition of our strategy and priorities."

- **Roman Senecky, Managing Director, Mondri**

"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**

"Rockefeller workshop equipped our executives with best in class tools and skills to develop a perfect, crystal clear strategy and to get everyone aligned. Enthusiasm and inspiration throughout the organization skyrocketed. I was extremely impressed with the whole delivery and process and the phenomenal practical benefits. The team loved it and it was a great inspiration to all."

- **Emil Pilev, CEO, SIS Industries**



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 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



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PROGRAM AGENDA

DAY 01 | 28 APRIL

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

WELCOME TO OUR EXCLUSIVE DINNER WITH VERNE HARNISH

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



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PROGRAM AGENDA

DAY 02 | 29 APRIL

| TIME (MY) | DURATION | TOPIC / ACTIVITY |
|-----------|--------------|------------------------------------------------------------------------------------------------------|
| 8:00 AM | 1 hr | • Registration |
| 9:00 AM | 1 hr 45 mins | Unlock Growth: Does Your Mindset Match Your Business Ambitions? by <i>Andreas Vogiatzakis</i> |
| 10:45 AM | 30 mins | AM BREAK |
| 11:15 AM | 1 hr 45 mins | Unlock Growth: Does Your Mindset Match Your Business Ambitions? by <i>Andreas Vogiatzakis</i> |
| 1:00 PM | 1 hr 30 mins | LUNCH |
| 2:30 PM | 1 hr 45 mins | Scaling Up Workshop by <i>Verne Harnish</i> |
| 4:15 PM | 30 mins | PM BREAK |
| 4:45 PM | 1 hr 45 mins | Scaling Up Workshop by <i>Verne Harnish</i> |
| 6:30 PM | | END |



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PROGRAM AGENDA

DAY 03 | 30 APRIL

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



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OUR *TRANSFORMATIONAL* SPEAKERS



VERNE HARNISH
The 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.

Andreas Vogiatzakis is a transformative Leadership Coach and Master NLP Practitioner with a rich background spanning diverse countries and industries. As the former Group CEO of Star Media Group and a seasoned marketing maverick, he has navigated companies through recessions and global crises, earning recognition as a TEDx speaker and author. With the launch of AMVPLUS ADVISORY, Andreas is committed to fostering positive change and nurturing leadership skills, offering expertise in people development, agile leadership, and organizational transformation. Through his book "Courage at the Crossroads," Andreas shares invaluable insights into leadership, setting a course for growth and success in an ever-evolving world.

ANDREAS VOGIATZAKIS

*Unlock Growth:
Does Your Mindset
Match Your Business
Ambitions?*



Kevin is a media strategist, Inc. 500 CEO, and award-winning, bestselling author of 7 books. His latest release with Verne Harnish, 12 Habits of Valuable Employees was an instant Amazon #1 bestseller in several categories, and the physical book has since sold out twice on Amazon.com. Kevin has been a prolific editorial contributor for SkyLife Magazine, Smart Business Magazine, YPO and garners several hundred thousand monthly views for his column on Inc.com. He is consistently one of the highest rated speakers for YPO, EO, Inc. and Gazelles.

KEVIN DAUM
BONUS Speaker



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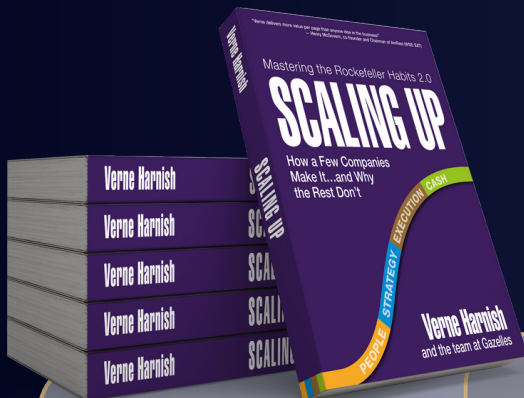
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PEOPLE

STRATEGY

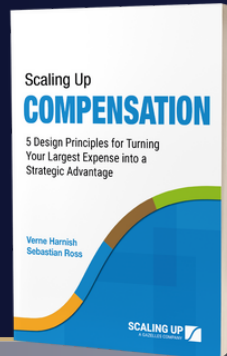
EXECUTION

CASH



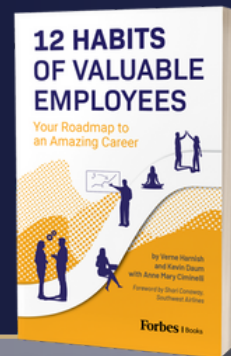
SCALING UP

RM 100



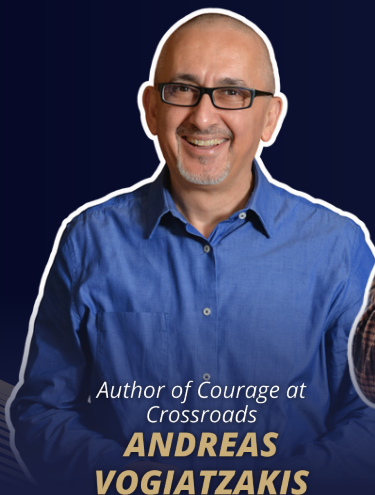
SCALING UP
COMPENSATION

RM 85



12 HABITS OF
VALUABLE
EMPLOYEES

RM 75



Author of *Courage at Crossroads*
**ANDREAS
VOGIATZAKIS**



**VERNE
HARNISH**
Author of *Scaling Up*;
Scaling Up Compensation &
12 Habits of Valuable Employees



Author of *12 Habits of Valuable Employees*
KEVIN DAUM



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INVESTMENT **FEE**

| INDIVIDUAL | FOR A TEAM OF 4 FROM THE SAME COMPANY |
|-----------------------------------|------------------------------------------|
| RM 6,500 Per Pax | RM 19,500 Price of 3 + 1 FREE |
| Fee is exclusive of 8% SST | |

CANCELLATION & REFUND POLICY



NO REFUND: AFTER 28 MARCH
25% REFUND: BEFORE 28 MARCH



- 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/regsukl24>
- **Reach out to us via E-mail :**
hello@lynch-pin.com
- **Visit Lynch Pin's Website | Event Page :**
<https://www.lynch-pin.com/r/regsuc24>



**HRDCORP CLAIMABLE UP TO
MYR 2,600/PAX FOR 2 DAYS**

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

