

THE COMPANY 101

*"Don't quack like a duck
and soar like an Eagle"*
— Ken Blanchard

TOMMY SIM

 ITD World Class Trainer

- Restructure family business to corporate company.
- Start up your idea ready to raise fund from investors.
- Turn your company into investable company ready to get fund.
- Structure your company right at the beginning make sure it go all the way to IPO at stock exchange.

- Venture capitalist.
- Serial entrepreneur.
- CEO of SIM Holding Group (US, SG, KH, MM, LAO, VN, and TH).
- Advisor to Yuanta Securities (Cambodia) Co., Ltd.



LDC

LEADERSHIP AND
DEVELOPMENT CENTER

The Business School For Eagles



ITD WORLD

The Global Leadership Development Expert



ABOUT THE EVENT

This intensive workshop is focused on bringing out the best in entrepreneurs who want to succeed in the game of business and family life. Participants will gain key insights, knowledge and skills that will enable them to impact the growth of their companies by knowing how to structure and operate their companies professionally, efficiently and compliantly. It will help new companies generate more excitement and interest for their brand, products and services amongst employees, stakeholders and investors.



WHO SHOULD ATTEND THIS WORKSHOP?

This workshop is designed and tailored for aspiring and seasoned entrepreneurs who want to take and grow their businesses to the next level by using our tried and true “Unfair Advantage” principals.

This three-day event will give you insight into how to get those missing pieces to complete the whole pictures of the big standard company.

- How to set up the best corporate structure for years to come
- How to find the investors and close the deal at market value
- How to get finance from the banks and investors
- How to develop the business plan and make it become reality

PROGRAM OUTLINE

DAY 1

- Learn to understand your personality that you and your parents never know about this ability
- Learn to understand your colleagues, employee's personality
- Know how to lead people surrounding you successfully using what they love to do in life
- Bring the best of your team member and put into work
- Learn to release your stress and grow your spiritual heart as a leader
- Apply TENT therapy for team work
- Create a new culture of emotional excellence for your company
- Apply the technique to motivate your people with proper personality
- Apply the technique to deal with high skill people with low motivation.
- Learn to understand why we are created of our emotion
- Create an Action plan toward your personality change for better performance
- Be trustworthy and gain high rapport with people
- Stay positive and become Appreciate Inquiry leader

DAY 2

- Create the business model for each business domain framework
- Learn to the market capitalism in all aspects
- The power of branding
- Market strategy for pricing, positioning in this challenging world.
- Becoming an outstanding sale professional
- Learn to master the advertising in lower cost
- Learn to master the concept of result-oriented leader
- How to make your company become world-class structure
- Design the bankable company
- How to avoid the mistake during the process of becoming investable company
- The golden standard of corporate structure
- The secrete of decision-making skill

DAY 3

- How to raise capital properly from investors
- Design the framework for bankers and private investors
- Unlock the hidden secret of investors' need
- Redesign the cash flow of the company
- Choose the best model for accounting framework
- Unlock the board of director role and responsibility for corporate finance
- Discover the financial road map and where to go
- How to increase and sustain the company value for years to come
- Unlock the benefits of being shareholders and its benefits
- Explore the world of finance in another angle
- Maximize and monetize the new concept and how to use it.

ABOUT THE SPEAKER



TOMMY SIM

ITD World Class Trainer

Mr. Tommy SIM is a serial entrepreneur who has and continues to run and build a successful business in an array of Industries in Cambodia, Singapore, and globally.

His portfolio has a track record of total valuation at **400+** in the following industries: accounting, advertising, car workshop, education, financial service, FMCGs, health-care, laboratory, legal consulting, logistic, hospitality, global pharmaceutical trading, real estate, software development, tax consulting, blockchain, and tourism.

With a huge appetite for self improvement, *Tommy has been professionally trained in multiple countries such as US, Canada, UK, France, Germany, Italy, Japan, Korea, UAE (Dubai), Singapore, Malaysia and Taiwan in the field of leadership, marketing, human resource management and corporate finance.*

Moreover he has been trained by world top universities : *Harvard, IMD and INSEAD Business School.*

He has over **15 years** of running multiple successful businesses and enjoys partnering with his leaders to help them think differently. Coaching talents to attain the unattainable is what motivates him to continuously improve in this ever-evolving world. His vision is to create new leaders of the world which are mentally geared for disrupting the way the world works.

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