

THiNK BIG ENTREPRENEUR WORKSHOP

REPUTATION

by Dr Er Jwee Ping
26.05.2010



Warren Buffett once told Salomon investment bankers:

"If you lose money I will be understanding. If you lose reputation I will be ruthless."

Discerning business owners and managers are aware of the importance of a good reputation. Your business reputation is arguably the most valuable asset – even if it is the least tangible. This workshop explores the nature and importance of a good reputation. Participants will learn about the different aspects of reputation, how reputation is built and destroyed, and why some companies, such as Apple and Google, have good reputations, while others like Exxon Mobil, do not.

Dr. Er Jwee Ping is the Programme Director of Asian Risk Management Institute and an adjunct faculty with the NUS Business School and Singapore Management University. He has many years of risk management consulting experience alongside with his academic career. He has managed projects such as risk operational reviews, process and system design improvement projects. Organisations that he has worked with includes the US EPA, the United Nations, the Singapore National Co-operatives Federation and the Singapore Chinese Chamber of Commerce and Industry. Dr. Er has invaluable exposure in dealing with a wide spectrum of working environments and cultures in this region. Throughout his multi-industry consulting experience, he has designed and conducted numerous programmes, seminars and workshops.

Target Audience - Incubatees, Administrators, Managers, Sales & Marketing Professionals, Project Managers, Students, Entrepreneurs, Investors, Government and Public Sector.

Event is held in collaboration with NUS Extension. More information about NUS Extension, visit <http://www.nus.edu.sg/nex/>

Time	Program
1.30 pm	Registration
1.45 pm	Presentation by Dr Er Jwee Ping
3.00 pm	Tea break
3.15 pm	Session continues
4.00 pm	Q & A
4.30 pm	End of program

Venue

your innovation centre
iCENTRE

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Please **RSVP** to Ms Fauziah Haziz by 24th May 2010 via email to icentre@icentre.biz with your name, designation, company, e-mail & contact no.