

**OPEN ENROLLMENT
PROGRAM**



LEADING WITH STRATEGIC AGILITY UNDER PRESSURE AND COMPLEXITY:

A 3-Day Immersive Residential Experience
for Senior and Emerging Leaders

PROGRAM DETAILS

FACULTY	DATE/TIME	FEE
Scott Hensarling Phil Whittaker	3-5 November 2025 9.00AM - 5.00PM	RM15,000 before SST*

*Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.

Program Overview

In today's complex and fast evolving environment, enterprise leaders must navigate disruption, ambiguity, and pressure to perform at pace. This fully residential program is designed to accelerate strategic agility, deepen enterprise-level thinking, leverage emerging technology, and sharpen decision-making under real world conditions.

The program is designed to stretch thinking, challenge assumptions, and build confidence in high-stakes leadership. It will equip leaders with the tools to drive clarity, performance, and value creation amidst complexity.

A distinctive feature of the program is the **immersion into a simulated environment** that mirrors the intensity and pace of modern enterprise leadership. The use of competitive team-based simulation, live stakeholder engagements, and real-time data dashboards introduces complexity and ambiguity that reflects real world enterprise pressure. Through role-played scenarios assisted by actors, participants will engage in a high-intensity experience involving dynamic scenario planning, confrontation with disruption, trade-offs on strategy, complex decision making, and the pressure of boardroom approvals.

The learning experience will utilize AI systems to ensure that leaders rapidly filter insights to critically assess the impact of AI and digital transformation, not just on operations, but on people, priorities, ethics, and enterprise direction. Through these insights, participants will learn to position themselves as architects of the future, not just managers of the present.

Participants will leave the program with sharpened instincts, strategic conviction, and an expanded view of what it takes to lead when the risks are high, and the rules are changing.

Learning Outcomes

- Apply of strategic frameworks (BCG Strategy Palette) to real-time enterprise dilemmas
- Lead decisively under uncertainty, disruption, and competing pressures
- Collaborate cross-functionally with agility and precision
- Strengthen executive presence and enterprise-wide influence
- Integrate AI and digital levers into enterprise strategy and execution

Who Will Benefit?

- Senior Leaders
- Emerging Leaders

Program Overview

Day 1: Enterprise Strategy & Leadership Foundations

- Introduction of a complex enterprise dilemma, forming the basis of the live simulation
- Strategic framing using enterprise-level tools and methodologies
- Executive cohorts formed to simulate executive teams
- Integration of AI and digital transformation into problem-solving and execution
- Engagement with on-site leadership coaches to ensure strategic solution planning

Evening: Teams prepare the strategy for the live simulation on Day 2, making strategic choices for roles and engagement with the content, stakeholders, and technology.

Day 2: Enterprise Simulation

- Real-time simulation featuring dynamic business scenarios and role-play actors
- Leadership navigation through market volatility, ESG dilemmas, internal tensions, and reputational risks
- Engagement in agile decision making under the pressure of scenario-based challenges
- Competitive team environment with access to stakeholder meetings, digital dashboards, and the unlocking of key data based on strategic choices
- Live coaching and feedback at key decision points

Evening: Teams prepare for Board presentation on Day 3 of their strategic solutions based on the quality of data and insights gathered in the simulation.

Day 3: Capstone Challenge & Leadership Review

Part 1

- Team presentations to a simulated Board of Directors demonstrating valued strategic solution, compelling clarity, and practical application.
- Each team is provided with feedback on the quality of strategic thinking, the viability of application and the insightful use of technology.

Part 2

- A summation of the learning experience including peer feedback, and reflective review of key learnings for each leader.

Part 3

- Each leader drafts a personal leadership development plan focused on driving value back in the leader's own organization.
- Coaches will be on hand to support clarity, progress and impact.

Faculty



Scott Hensarling has spent over two decades advising, coaching, and walking alongside leaders who dare to ask: What's the best version of me? Of us? Of what we could become? His work spans from entrepreneurs to the boardroom, across industries and continents – but always circles back to one core belief: purpose is the catalyst for performance.

From his role as Managing Director of Korn Ferry Advisory in Malaysia to co-founding Pemalyst Advisory, Scott has partnered leadership development, high performing teams & cultural transformation, across APAC and beyond. With 35 years living and working across the region and residence in 10 countries, he brings cultural fluency and commercial pragmatism in equal measure.

At the heart of Scott's approach is a belief that culture is not a store front, it's the operating engine. He works with leaders not only to shift mindset & behaviours, but to reshape the underlying norms, rhythms, routines and systems that drive performance. His methodology draws on behavioural coding, agile frameworks & systems transformation, but what truly sets his work apart is a deeply personal drive: a love for the human spirit and an obsession with supporting others to fulfil their potential and realise their purpose.



Philip Whittaker is a seasoned executive with over 25 years of diverse experience in corporate and entrepreneurial settings. He has an impressive track record in founding companies, launching successful ventures, and managing key business functions such as sales, marketing, and operations across multiple industries, including retail, leisure, hospitality, sports, entertainment, media, and financial services. His strategic acumen is further highlighted by his collaborations with government entities in Australia and South East Asia.

In his most recent role as CEO of Sim Leisure Group Ltd, a Singapore-listed company headquartered in Kuala Lumpur, Philip's leadership helped guide the company through a very dynamic and challenging period. His 3.5-year tenure also included roles as Commercial Director and Corporate Advisor.

Prior to this, he dedicated over 9 years at Themed Attractions Resorts & Hotels Sdn. Bhd., a subsidiary of Khazanah Nasional Berhad, in roles such as CEO Attractions, Chief Commercial Officer, and Chief Marketing Officer where we successfully launched and managed multiple leisure assets.

Before his tenure with Themed Attractions, Philip accumulated over a decade of experience in senior roles in marketing, operations, and management. He worked with global brands such as Village Roadshow Theme Parks, Goodwill Games, and Warner Bros. Entertainment, and various national sporting bodies in Australia. Additionally, Philip successfully founded and managed his own consulting, marketing, and PR agencies, collaborating with numerous companies across diverse industries.

Philip combines a deep appreciation for local cultures with a global business perspective. For the past 13 years, he has called Malaysia home, fully embracing its vibrant culture while maintaining a strategic outlook that spans across continents.

As a strategic management practitioner, Philip's blend of extensive experience, strategic management skills, and leadership expertise positions him as a valuable asset to any organization seeking to be more effective with its leadership. His proven ability to drive business growth, develop and execute comprehensive strategies, and engage effectively with diverse stakeholders will be invaluable to any organization looking to achieve its strategic goals.



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SCAN ME



Leading with Strategic
Agility Under Pressure
and Complexity. 