ASIASchool of Business
in collaboration with MIT Sloan Management
Iclif Executive Education Center

FT EXECUTIVE EDUCATION 2026 RANKING

AACSB ACCREDITED

EXECUTIVE EDUCATION / OPEN ENROLLMENT PROGRAM

STRATEGIC THINKING FOR SMARTER DECISIONS

HRDCORP CLAIMABLE



PROGRAM DETAILS

FACULTY	DATE/TIME	FEE*	VENUE
Philip John Whittaker	29 June 2027 9.00AM - 5.30PM	RM3,000 | USD750	Asia School of Business

Program Overview

In today's rapidly evolving business landscape – defined by complexity, competition, and constant change – leaders must go beyond traditional problem-solving. Success now depends on the ability to think differently – to make faster and more adaptive decisions. Effective leadership demands smarter thinking. Leaders must balance creativity with critical judgment to solve problems, challenge assumptions, and make sound, evidence-based decisions.

This program is designed for senior management looking to sharpen their ability to develop and execute successful enterprise strategies that drive meaningful business outcomes. It will equip participants with the mindset and tools to combine creative insight and analytical rigor to drive innovation, clarity, and smarter decisions in dynamic environments. Participants will learn to foster breakthrough ideas, analyse challenges, and propose bold, practical solutions that align with organisational goals.

Learning will be via interactive lectures, case studies, simulations, and group discussions.

Learning Outcomes

- Cultivate creativity and transform original ideas into practical innovations using the Invention Cycle.
- Apply the *Six Thinking Hats* to explore challenges from multiple perspectives - emotional, analytical, optimistic, cautious, creative, and process-oriented.
- Use mental models to enhance reasoning, challenge assumptions, and make better-informed decisions.
- Recognise and mitigate biases and groupthink that limit effective thinking and collaboration.
- Integrate creative and critical thinking to drive innovation and smarter decision-making within teams and organizations.

Who Will Benefit?

- Chief Executive Officers
- C-Suite leaders
- Senior managers

Program Outline

9:00AM - 10:45AM **Session 1: The Creative Mindset — The Invention Cycle in Action**

- From imagination to impact: turning ideas into innovation
- Mindsets that foster creativity and experimentation

11:00AM - 12:45PM **Session 2: Balanced Thinking — Applying the Six Thinking Hats**

- Exploring challenges from six distinct perspectives
- Decision-making through structured creative dialogue

1.45PM - 3.30PM **Session 3: Thinking Better — Using Mental Models for Smarter Judgement**

- Applying First Principles, Opportunity Cost, Inversion, and other tools
- Identifying and avoiding cognitive biases in decision-making

3.45PM - 5.30PM **Session 4: From Insight to Action**

- Cross-functional collaboration and synthesis
- Integrating creative and critical thinking for strategic impact

Faculty



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.

Note:

- *Lunch and two tea breaks are included in the program agenda.*

** Program details are subject to change.*

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SCAN ME

Strategic Thinking for Smarter Decisions

Note: *

- Excludes Sales & Service Tax (8%)
- Fee excludes accommodation at ASB Residential for outstation/ overseas participants but can be arranged at additional cost.
- USD Pricing is indicative pricing. All fees are invoiced in Malaysian Ringgit (RM). USD amounts are shown for reference only and will vary based on the prevailing exchange rate at the time of payment.
- ASB reserves the right to amend the program design, schedule, or faculty lineup without prior notice to maintain academic and delivery excellence.