



Entrepreneurialism in the Crisis

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BUSINESS ESSENTIALS SEMINAR

Most companies have a hidden wealth of opportunities in products or services which often go unrecognised. At the same time, many of the new idea opportunities that do materialise are doomed to fail!

Too often, the pursuit of an idea leads to a significant waste of time, financial resources and energy. Many of us have experienced such activity. So is it better to do nothing and ride out this financial storm?

We have all had to reduce costs, improve productivity and embrace a marketplace that is turbulent and constantly changing, do we have to react, or can we embrace change, recognise opportunities and grow? We are rapidly getting to a stage where we can no longer cut, streamline or improve on what has been – where do we go, what do we do next?

Continuous improvement looks at what has been, invention hopes for the breakthrough, the answer is INNOVATION.

The enterprising process is an attitude and a mindset that keeps moving forward, growing in steps that are manageable, measurable and enjoyable.

Speaker Information

Marcus is the Entrepreneur in Residence at RMIT University where he works with staff and students to refine and develop their ideas and business opportunities. In 2008, Australia's Business/Higher Education Round Table recognised Marcus' contribution with the award for Australia's Best Entrepreneurial Educator.

Marcus consults to boards and CEOs about how to implement and measure creativity and innovation, and researches and writes on innovation and creativity. He regularly coaches leaders in organisations and communities as they move to their next position of choice in today's turbulent market place.

Marcus has been consulting and lecturing nationally and internationally for 25 years and was a Federal Director and national Chair of Professional Development of the Institute of Management Consultants. He has owned, managed and led organisations in the fields of textiles, scientific instrumentation, education, information technology, consumer software development and tourism. He is currently Managing Director of a consultancy, EIC Growth Pty Ltd, specialising in the growth of organisations – for profit and not for profit.

DATE: Tuesday 7th April
TIME: 4:00pm - 6:00pm
VENUE: Majestic Hotel; 1 Dong Khoi, District 1, HCMC
COST: Members: 260,000 VND, Non-Members 400,000VND

Please register by Monday 6th April
Email bookings@auschamvn.org or fax 08 3911 0275

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