

# The TechMark Experience

*Creating a sustainable competitive advantage*



**TECH**   
**MARK**

Real-time learning  
Real-world results

“I now see that strategy determines everything. Through TechMark, we learned the importance of scientific decision-making, the spirit of teamwork, and the significance of process management.”

CAI MINGFA

EMBA student of China Europe  
International Business School





# CREATE TOP PERFORMERS

Some companies are top performers. They have the right products, the right strategies, the right timing. Others are lackluster. They run for awhile with the pack, but fall by the wayside and are ultimately overtaken by the competition.

What's the difference? Companies are simply collections of people. The beliefs and attitudes of the executives shape the company and lead it to success—or failure.

As the developers of TechMark, we know the difference. We have distilled the core factors that combine to make a company a winner and have created a collection of dynamic training modules that effectively teach executives how to achieve success as individuals—and then leverage that success throughout the company.

## DYNAMIC TRAINING WITH MEASURABLE RESULTS

TechMark is a collection of dynamic training modules designed to help your company create a sustainable competitive advantage. By combining concepts, techniques and processes, TechMark will change the way your executives think—now and in the future. TechMark's core competencies include:

- **Dynamic learning:** Unlike passive lecture-based programs, TechMark is a hands-on experience with role-playing and simulations. Participants are actively involved in decision-making situations and learn the consequences of their choices.

- **Holistic view:** When managers can't think beyond their departments, the whole company stagnates. In the TechMark environment, executives learn the interdependencies of all groups. They see how their decisions affect not only other departments, but also partners, suppliers and customers.

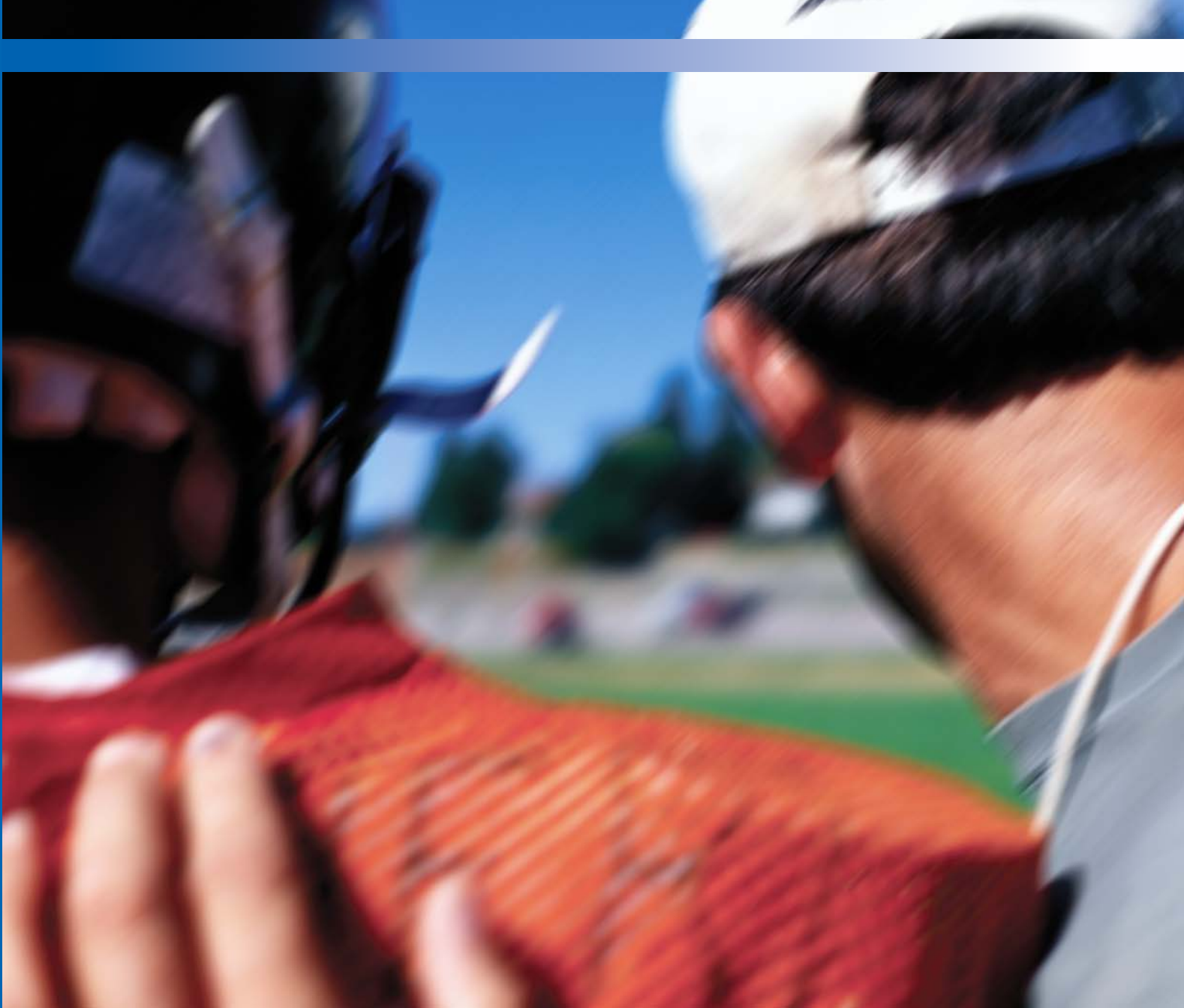
- **Strategic and operational perspectives:** There is often a chasm between the strategic thinking of executives and the operational thinking of middle managers. TechMark connects these two views, so everyone is working toward the same goals.

- **Professional materials for executives:** Rather than using hastily scribbled flip charts to illustrate concepts, TechMark actively engages executives with professionally designed materials. These high impact visuals and compelling graphics simplify complex systems.



“TechMark is a great way for companies to better understand the full breadth of business issues required to be competitive. The content and professors are thorough, entertaining, and educational.”

TONI CLAYTON HINE  
Managing Director, CMP Institute  
for Partner Education & Development



# LEARN IN REAL TIME

Keeping pace with the volatile global business environment, TechMark offers a portfolio of high intensity two- and three-day programs.

TechMark is built around an ever-evolving computer simulation through which executives learn how all business aspects are interwoven—and act accordingly.

TechMark participants typically range from mid-level executives and heads of departments and business units to presidents and CEOs from all industry segments—including manufacturing, financial, utilities and services companies.

## TECHMARK COURSES

### **Business Acumen: Maximizing Return on Investment or Achieving Economic Profit**

These flagship TechMark courses have been delivered to organizations worldwide. Business Acumen is a cross-functional, integrative and competitive exercise focused on collaborative learning and strategic and operational decision-making. You can use Business Acumen as a standalone program, or as an introductory or ending segment of a long-term executive program.

### **Accounting & Finance for Non-Financial Managers**

The flow of money affects every department in your organization. Yet few managers have formal training in the principles of accounting and finance. This program has been specifically designed to help non-financial managers expand their financial knowledge so they can maximize the performance of their business groups.

### **Building and Managing Teams for Creativity and Innovation**

Although some work in today's organizations is accomplished individually, success is usually achieved through collaboration. Increasingly, employees are required to work in virtual teams that span multiple locations and communicate in both real-time and non-real-time environments. Through this course, executives will learn how to achieve creativity and innovation by effectively building and managing teams—wherever the team members are located.

## CUSTOM-DESIGNED PROGRAMS

Have a special need? We can draw on our 20+ years of experience to create a TechMark training program that meets the specific goals and objectives of your organization. Ask us about programs for the services industry, as well as country-specific programs for China and Japan.





“While many companies focus on just one aspect of executive training, TechMark combines it all. It’s the perfect vehicle for understanding and experiencing how a company works. Our people walk out of the course saying, ‘This was great fun and an extraordinary learning experience.’”

MANUELA SCHUSTER  
Head of Executive Education  
Infineon Technologies AG



# WORK BETTER AS A TEAM

“With its in-depth global learning experience, TechMark helps managers see all sectors of a multinational business with a clear focus.”

ANTONIE JAKUBETZKI, Program Director,  
Siemens Advanced Management Program

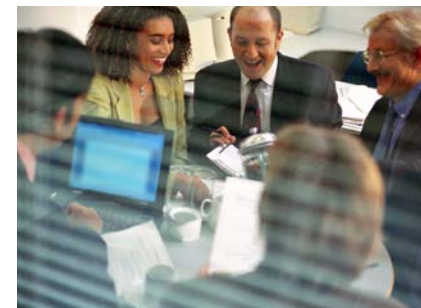
In today's information-intensive world, the problem is not so much a lack of information as an overload of it. TechMark training simplifies even the most complex topics so they can be understood—and applied—in a real corporate environment. TechMark is real-time learning that delivers measurable results for everybody on the team.

**Get a jump on your competition.  
Go with TechMark!**



## **PARTIAL LIST OF CLIENT COMPANIES:**

Cisco Systems, Inc.  
CMP Media  
Fidelity Investments  
Siemens AG  
Infineon Technologies AG  
Lucent Technologies  
Bose Corporation  
Sony Corporation  
Pitney Bowes Inc.  
Dow AgroSciences  
Beijing Guohua  
Electric Power Corporation  
China Aerospace Science  
and Industry Corporation  
Shenzhen Changyuan  
New Materials Company, Ltd.  
Comba Telecom Systems  
Holdings, Ltd.  
Beijing Jinfei Airline Economic  
and Development Corporation  
Harbin Synjones Electronic  
Company, Ltd.  
Tsinghua University (Beijing)  
The China Europe International  
Business School (Shanghai)





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## LEVERAGE A TRACK RECORD OF SUCCESS

TechMark was created to bridge the gap between educational theory and business reality. For more than 20 years, TechMark has focused on the processes and basic principles behind how executives learn. The TechMark curriculum has evolved to reflect what is important to businesses — using core concepts that are universal to all organizations.

The TechMark simulation and executive training were developed by Dr. Robert Eng, a professor at Babson College in Wellesley, Massachusetts, USA. Dr. Eng consults in the areas of high technology marketing and business in Greater China and has been founder or a board of director member for several American and Chinese startup companies. A Fulbright Scholar, Dr. Eng has taught in and developed materials for executive programs for multinational companies. He is currently authoring a book on the entrepreneurial business environment of China.

**Start building a sustainable competitive advantage. Contact us today.**