

Mission Moonshot Masterclass One

Innovative Solutions for Today's Challenges



**If 2020 has taught us anything,
it's that things can change –
right here, right now.**

So why wouldn't you challenge your young executives and task them to open their minds with your moonshot idea when markets are finally opening up...NOW?

Leaders today are faced with a myriad of wicked problems that cannot easily be solved with quick fixes or with the same mindset. A new "mind-sight" is urgently needed:

- How to begin the digital transformation process while still keeping the old business model in working order?
- What are the new customer analog and face-to-face behaviours we must see so that we remain relevant post COVID?
- Where are my talents whom we can entrust to take us on this new journey of transformation? How to build commitment?

Come 2022, your company or department must, have a few good moonshot ideas, and that these would be championed by some systems leaders who can bring a new order to things. This year, they would have introduced a proof-of-concept to your board of directors. Inevitably that solution would have some level of digitalisation. It is not whether you would consider a digital business, but how much, by when, and by how much towards digital?

Without the right leader, adequately groomed and mentored along the way, any change initiative will fall flat. This is the reality.

"We cannot solve our problems with the same thinking we used when we created them," said Einstein.

OASA's Moonshot program is so uniquely powerful, because the young executives your company put into this program won't have the luxury of time, customer's patience, and a steady industry. They will embark on a short journey of customer engagement and revelation, process redesign, digital installation, and organisational team building...sparked by the arrival of the new digital and Space economy.

Enrol in this 3-month program, the July 2021 Class, Masterclass One. But before you do...

1. **Think of a challenge**, a moonshot, that your company **must** need to solve to reinvent itself. If you don't have this, please don't join. Next, challenge one or two of your young professionals to own this challenge and be willing to walk a new talk.
2. **Sign up**. Write to chair@oasahk.org (Dr. G), and he will follow up with you with more details. With COVID, the next cohort can only have a maximum of 20 spaces.
3. **Plan**. All workshops are outside regular working hours. Saturday workshops (every 2nd Saturday of the month), team mentoring (one mentoring roundtable each month), and professional one-on-one coaching are arranged with global team mentors.
4. **Front up**. The first class is on 31 July 2021, from 9:30 am to 5 pm. Venue: Consumer Council. North Point.

5. **Fees:** HK\$8800 per participant. Fully money-back guaranteed and you are essentially paying forward. You need not pay if you are not completely satisfied.

Your Program Leaders

Mr. Perry Lam is a professional executive coach. He has been training global executives, TEDx speakers, and CEOs on executive presence, change management, and transformation since the 1980s. Perry is a Vice Chairman at OASA. Before starting his venture, Perry was a regional director at DHL.

Prof. Gregg Li is a serial entrepreneur and a clinical and adjunct professor of entrepreneurship, innovation, and corporate governance at many of the top universities in Hong Kong . He is presently the Chair of OASA. He is currently an adjunct professor at HKU, CUHK, and PolyU and has taught master's and doctoral classes, including at Tsinghua, Chicago, HKUST, Baptist, and Fudan. Gregg has been designing high-flyer programs for MNCs, family businesses, and governments since the 1980s. Gregg is the founding Chairman/CEO of Invotech, the Institute of Management Consultants, the Academy of Management Consultancy, and has been an advisor to AI and digital start-ups, Fresco, Protiviti, eBRAM, Consumer Council, and

OASA, or the Orion Astropreneur Space Academy (Hong Kong) Ltd, is a not-for-profit, independent, educational do-tank whose aim is to train and develop the next generation of entrepreneurs for the new Space ecosystem that has arrived.

