



LEADAPRENEUR  
Dare To Be Great



**BUILD INNOVATIVE LEADERS**

# WELCOME TO THE AGE OF AI

**Great talent. Guaranteed ROI. We teach you how to innovate with AI.**

The Age of AI isn't a threat, it's your greatest opportunity. Leadapreneur transforms your talent into innovative leaders who use the power of AI to deliver projects with remarkable ROI. This is how you build a future-ready workforce that drives growth, innovation, and competitive advantage.

## 1. Build Great Talent for the Age of AI

We teach your people to become AI-enabled innovators aka leadapreneurs. Talent that proactively solves problems and seizes opportunities by building individual innovations.

## 2. Deliver Real Results with Guaranteed 2x ROI

Create practical innovation projects that grow revenue, improve productivity, reduce costs, engage employees and retain customers. Make the good numbers go up, and the bad numbers go down.

## 3. Strategic Talent Development

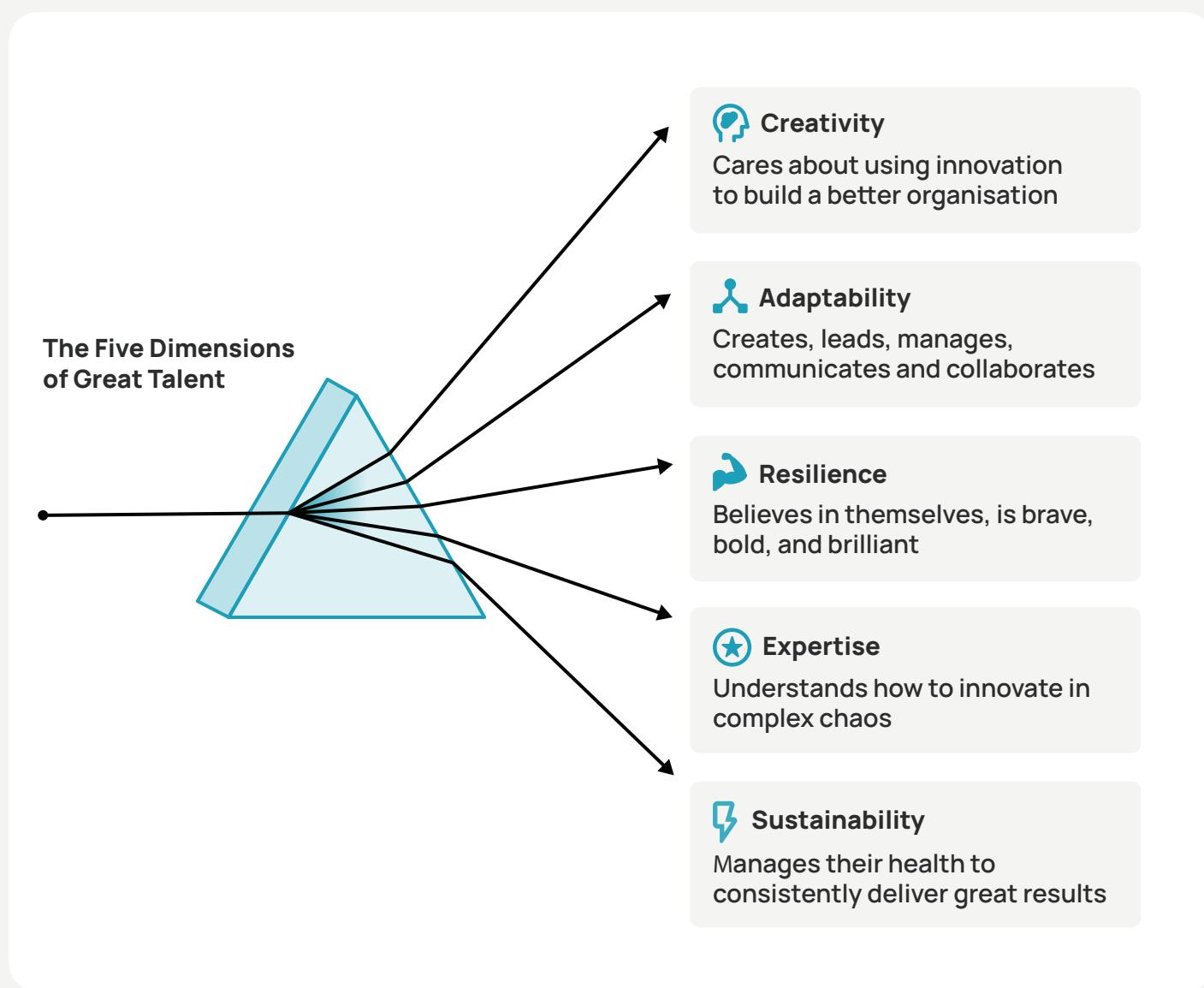
Multi-year programmes generate an authentic culture, upskill talent, and build sustained competitive advantage.



# AN INNOVATIVE LEADAPRENEUR CARES

The more we care the more we create.

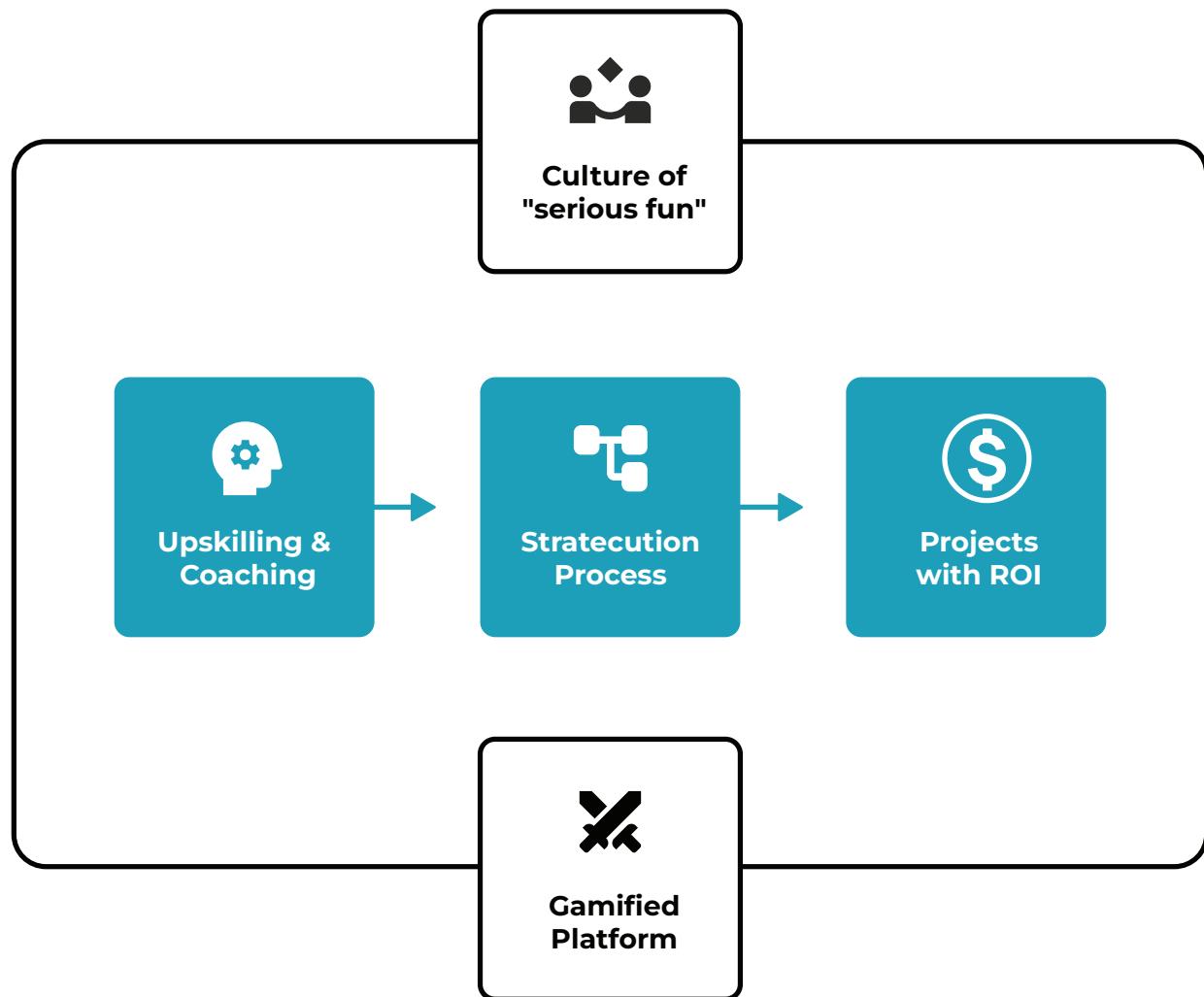
Great talent uses the power of innovation to defeat stagnation inside the organisation. It cares about making things better. It is brave. It is bold. It is brilliant. It proactively takes responsibility, sets a clear vision, and leaps into action to solve important problems and seize significant opportunities.



- Adobe found that focusing on creativity improves revenue by 3.5x.
- Microsoft built a learning culture to improve adaptability growing its valuation by 600%.
- James Dyson failed 5,127 times before creating his billion dollar Dyson brand.
- McKinsey estimates that teams with deep expertise are 2.4x more successful.
- Johnson & Johnson saved \$250 million by focusing on improving employee health.

# THE LEADAPRENEUR SYSTEM

60,000 leadapreneurs. \$100 million ROI. One system to unleash greatness.

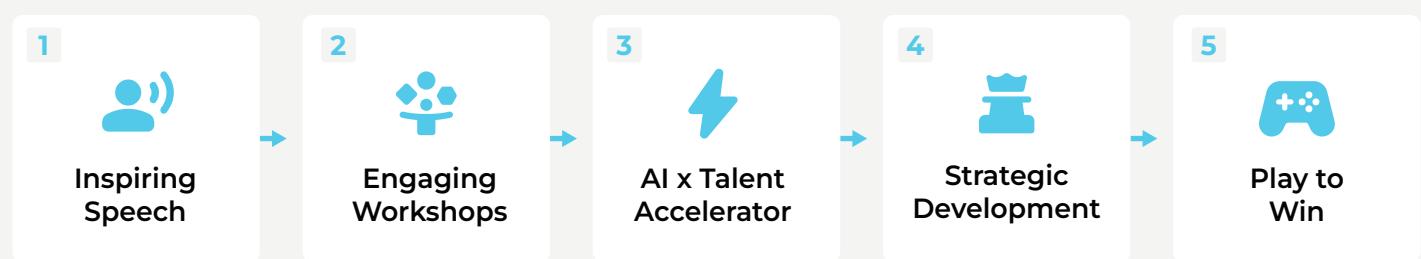


- **Upskilling & Coaching**  
Workshops and webinars deliver bitesize upskilling and coaching shifts mindsets
- **Stratecation Process**  
Individually create useful innovations with a proven step-by-step process
- **Projects With ROI**  
Practical projects 2x a KPI within 12 months and create \$10,000+ of ROI
- **Gamified Platform**  
Transparently track and reward progress in real time using gamified dashboards
- **Culture of Serious Fun**  
Create psychological safety to inspire talent to push beyond their comfort zone

# THE LEADAPRENEUR INNOVERSE

**The Innoverse: Where talent learns to innovate, lead, and win with AI.**

The Innoverse is a comprehensive talent development programme that teaches professionals how to innovate with AI. Through gamified journeys, your talent learns how to solve real problems, build valuable innovation projects, and deliver measurable ROI. Along the way, they develop the skills to become innovators, coaches, and leaders, ultimately transforming into innovative leaders who drive change and create value in today's complex, fast-moving world.



## 1. Inspiring Speech

Inspire your leaders and talent to see AI not as a threat, but as the greatest opportunity of their careers. Spark ambition, ignite courage, and dare them to be great with our 1h keynote!

## 2. Engaging Workshops

- a. AI innovation hackathon
- b. Innovate or die
- c. Strategy in the age of AI
- d. 21st century leadership
- e. Advanced communication skills
- f. AI-powered careers
- g. Professional presentation with AI

## 3. The AI x Talent Accelerator

The world's toughest talent programme, this MBA-level accelerator challenges your talent to use AI to individually propose, deploy, and scale their own innovation project with measurable ROI

## 4. Strategic Talent Development

Multi-year programmes to build bench strength with advanced upskilling, create an authentic culture of innovation, and implement data-driven succession planning.

## 5. Play To Win

For those who are willing to do whatever it takes to succeed. Create sustained competitive advantage by upgrading 30% of your people into leadapreneurs and out-innovating the competition at speed and scale.

# DARE TO BE GREAT IN THE AGE OF AI

**Awaken ambition. Ignite courage. Dare to be great.**

We are living through the fastest, fiercest disruption in Human history. AI will not wait. This keynote confronts reality, sparks belief, and inspires your people to act. Your people will leave energized, focused, and ready to act. This isn't theory. It's ignition.

- Understand how past industrial revolutions reshaped the world.
- Grasp how rapidly AI is accelerating disruption, moving faster than ever before.
- Face the fears, realities, and uncertainties of AI head-on.
- Inspire them to see this as the greatest opportunity of their career.
- Make your choice; stay safe or level up. It's time to find the courage to act, build, and thrive.



"Jan presents impactful, thought-provoking insights that challenge us to look beyond the status quo. Serious issues, delivered in an engaging, even entertaining way."

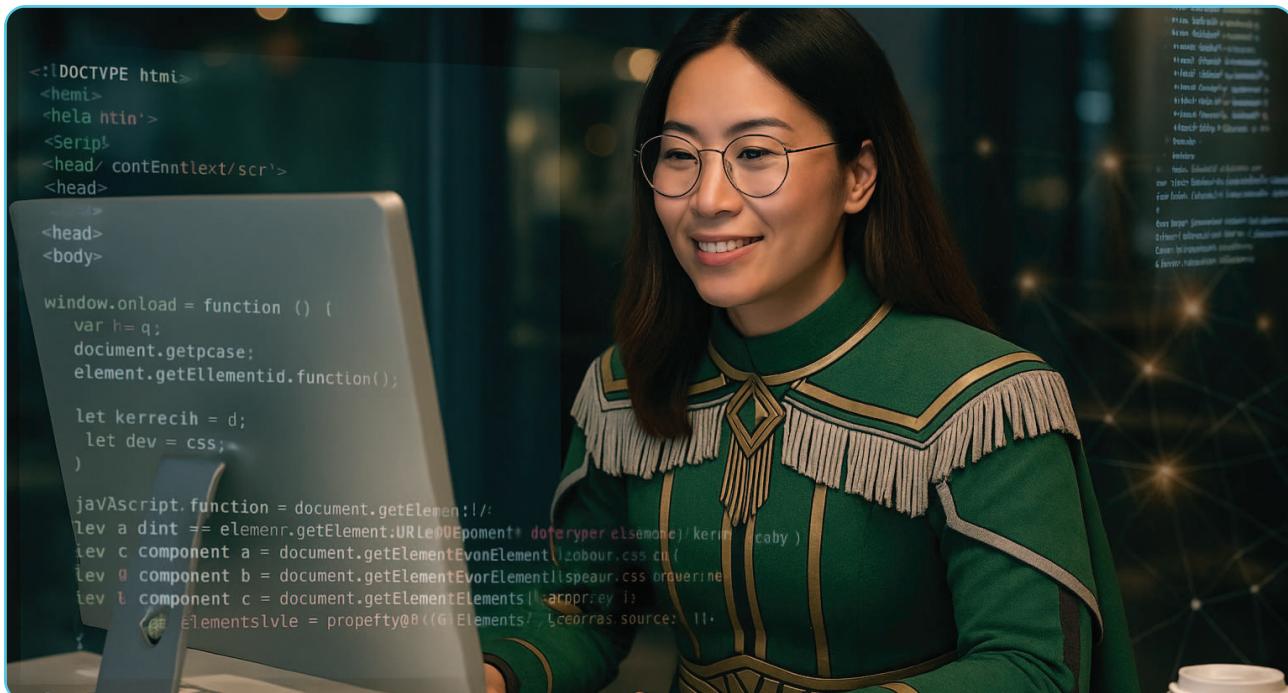
Michelle Iking,  
Head of Talent, Learning & Performance, Citi Malaysia

## 2A. AI INNOVATION HACKATHON

Create. Prototype. Present. All in one day. Use AI to quickly create exciting ideas.

AI is transforming how quickly we turn ideas into action. In this one-day workshop, every talent individually develops and present a complex, high-impact idea (work that once took teams weeks!). Your talent leaves the workshop feeling creative, empowered, and more confident in using AI.

- Learn how to use ChatGPT and DeepSeek to generate fresh, high-impact concepts fast.
- Master Grok and Perplexity to stress-test ideas and uncover real market insights.
- Use Midjourney and DALL-E to create stunning, professional visuals with compelling story.
- Build rapid digital mockups with Loveable and pitch your ideas using SlidesGPT.
- Practice then pitch a powerful presentation to your seniors.



**“ Leadapreneur is your sharpest and most succinct resource to understand the complexity of modern disruptive challenges and to marshal your resources to act fast, smart, and bravely.**

John Lin, CEO of Grasshopper



## 2B. INNOVATE OR DIE

In the Age of AI, there's no middle ground you either innovate, or you die.

Shift mindsets from resisting disruption to embracing change and innovation. Participants explore disruption across individuals, teams, organizations, industries, and society unlocking the will to change. Your talent leaves the workshop feeling engaged and ready to start creating change.

- Understand what exponential change really means and how it destroys slow incumbents.
- Learn how the bureaucracy murders innovation by creating a fear of failure.
- Master the Leadapreneur mindset and the power of learning to believe in yourself.
- Analyse your physical, mental, and social health with the Resilience Tripod.
- Detect threats with a disruptor radar and create ideas on how to defeat them.



Leadapreneur used this course to shift the mindsets of 10,000 staff at Public Bank, 14,000 employees across AXIATA Group, and 1,000 staff at AXA Insurance.

**“**This course is beyond expectation! The way the instructor presents is extremely awesome! It makes the whole course very interesting, and not to mention the beautiful S-curve graph at the end of every session to summarize the session, giving a very clear concept in a simple way. Really do enjoy the course!



PUBLIC BANK

Participant from Public Bank

## 2C. STRATEGY IN THE AGE OF AI

### How to use talent, culture, and AI to build a winning strategy.

In the Age of AI, strategy is no longer just about efficiency. This workshop shows leaders how to drive innovation with creativity, agility, and resilience to stay ahead in a world of constant disruption. Your talent learns how to transform your organization into a fast, creative, and agile innovation machine.

- Evaluate the social, economic, and technological reality of the organisation
- Learn why organisations are destroyed by demons of stagnation and how to defeat them,
- Discover the power of stratecution to align strategy and execution.
- How to balance management and innovation ecosystems to innovate at scale.
- Use Innovation Wargaming to test and strengthen strategic thinking in real time.



“Everyone in DBS needs to be able to innovate, no matter what job they are doing or which corporate rank they are at.”

Kelvin Tan, Head of Innovation for Global Financial Markets at DBS Bank



## 2D. 21ST CENTURY LEADERSHIP

Learn how to lead in complex chaos.

This workshop equips future leaders with the intellectual depth, practical frameworks, and deep discussions needed to successfully navigate today's complex chaos. Your talent learns how to confidently lead with purpose in complex environments.

- Discover the power of purpose and how to use it to inspire and guide through uncertainty
- How to inspire trust, shape behaviour, and unlock performance with emotional intelligence.
- Master the art of adaptive strategy using stratecution to keep up in fast-moving realities.
- Learn how to drive sustainably drive high-performance using team wellbeing.
- Manage stakeholders, navigate politics, and keep your integrity amidst complex dynamics.



**“**Mind blowing! Great insights on why innovation is crucial in this fast changing world. Why traditional business can be taken over by disruptors in next few years. Most importantly, instructors outlined practical frameworks to develop management, leadership and innovative qualities in a company. Definitely worth attending!



John Lau Chun Kuang,  
Regional Head of Top Account Program & Packages, Lazada

## 2E. ADVANCED COMMUNICATION SKILLS

**Use communication skills to unlock high-performance.**

Great teams are built on great communication. This workshop gives managers the tools and confidence to lead with authority and empathy using advanced communication skills to build trust, drive performance, and create high-performing teams. Your talent learns how to confidently manage their team for high-performance, lead difficult conversations that inspire action, resolve challenges, and strengthen team cohesion.

- Learn how to delegate, communicate decisions, manage resistance, and resolve conflict.
- Develop active listening skills, respond thoughtfully, and strengthen team collaboration.
- Gain the confidence to address sensitive issues and deliver constructive feedback.
- Connect with diverse personalities and tailor your message to motivate and engage.
- How to build stronger relationships that drive team performance and foster commitment.



Really useful techniques to structure communications and decision making.

Jennifer Pell, AT&T Lead Client Relationship Manager



## 2F. AI-POWERED CAREERS

**Transform the fear of AI into optimism and career confidence.**

AI isn't here to replace you, it's here to amplify you. But only if you learn how to use it. Learn how to use AI as a thinking partner to research, plan, and accelerate their career development. Your employees leave feeling empowered no longer afraid, but energized and inspired, equipped with the clarity, direction, and purpose they need to build a thriving career in the Age of AI.

- Individually evaluate your past successes to build confidence in where you are today.
- Learn about the current reality of AI and evaluate the risks of your current role.
- Design a bold, inspiring career plan to future-proof yourself using AI.
- Clarify the values you will use to guide you on your journey
- Awaken your purpose by presenting your plan to your peers



**“**The workshop gave me greater clarity of purpose, helping me reflect on where I came from and where I'm headed.

Syahirah, Young Corporate Malaysians (YCM)



## 2G. PROFESSIONAL PRESENTATIONS WITH AI

Learn how to use AI to work smarter and create better results.

A fun, practical, and powerful, way to introduce AI to your talent. Learn how to use AI tools to improve creativity, productivity and presentation skills. Develop the confident to integrate more technology into workflows to create better work faster.

- Use ChatGPT to create an authentic and compelling personal bio.
- Projects focused on digitization, automation and improving customer experience.
- Learn how to create professional photos of yourself with Headshot Pro.
- Practice prompting with AI to quickly create high-quality work.
- How to work with AI to improve creativity and efficiency.



Very clear and practical guidance on how to structure and arrange presentation slides. The session provided a strong framework that simplifies slide design while enhancing impact. I now feel more confident in presenting my ideas with clarity and purpose.

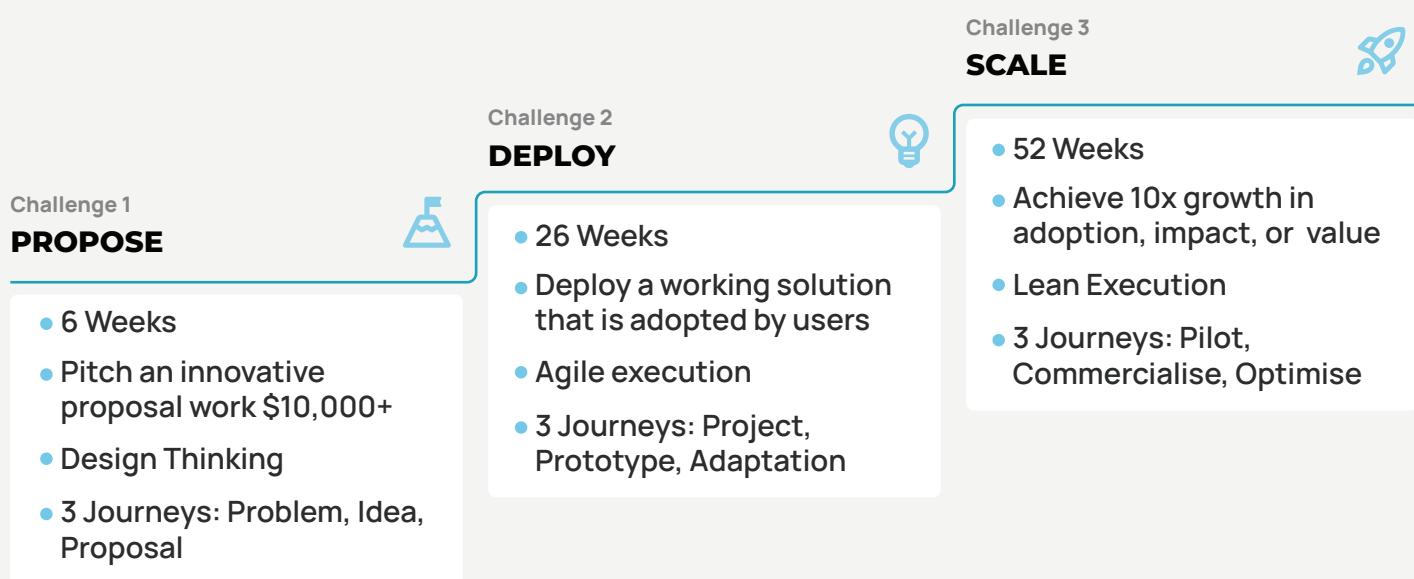


Tan Wei Xi, INTI International University

# THE AI x TALENT ACCELERATOR

Tough challenges build great talent.

The most rigorous talent development program for the Age of AI. Whether it is solving complex challenges through innovation, coaching teams for high-performance, or leading enterprise-wide transformation, this program builds the future of your organization by upgrading your talent into leadapreneurs.



Leadapreneurs prove their greatness by delivering real ROI, with valuations validated directly by the client. This raises the bar for talent, shifting the standard from passive participation to measurable performance.

ROLE	1. PROPOSE	2. DEPLOY	3. SCALE
Innovator	\$10,000	\$50,000	\$100,000
Coach	\$50,000	\$100,000	\$250,000
Leader	\$100,000	\$250,000	\$1,000,000

**High-Performing Innovation:** Learn how to independently launch practical projects that swiftly improve productivity and increase growth.

**Coaching For Excellence:** Transform managers into authentic performance coaches by challenging them to guide their people toward higher productivity and measurable growth.

**Transformational Leadership:** Challenge leaders to align top-down vision with bottom-up innovation to deliver transformations that supercharge strategic priorities.

# THE LEADAPRENEUR ECOSYSTEM

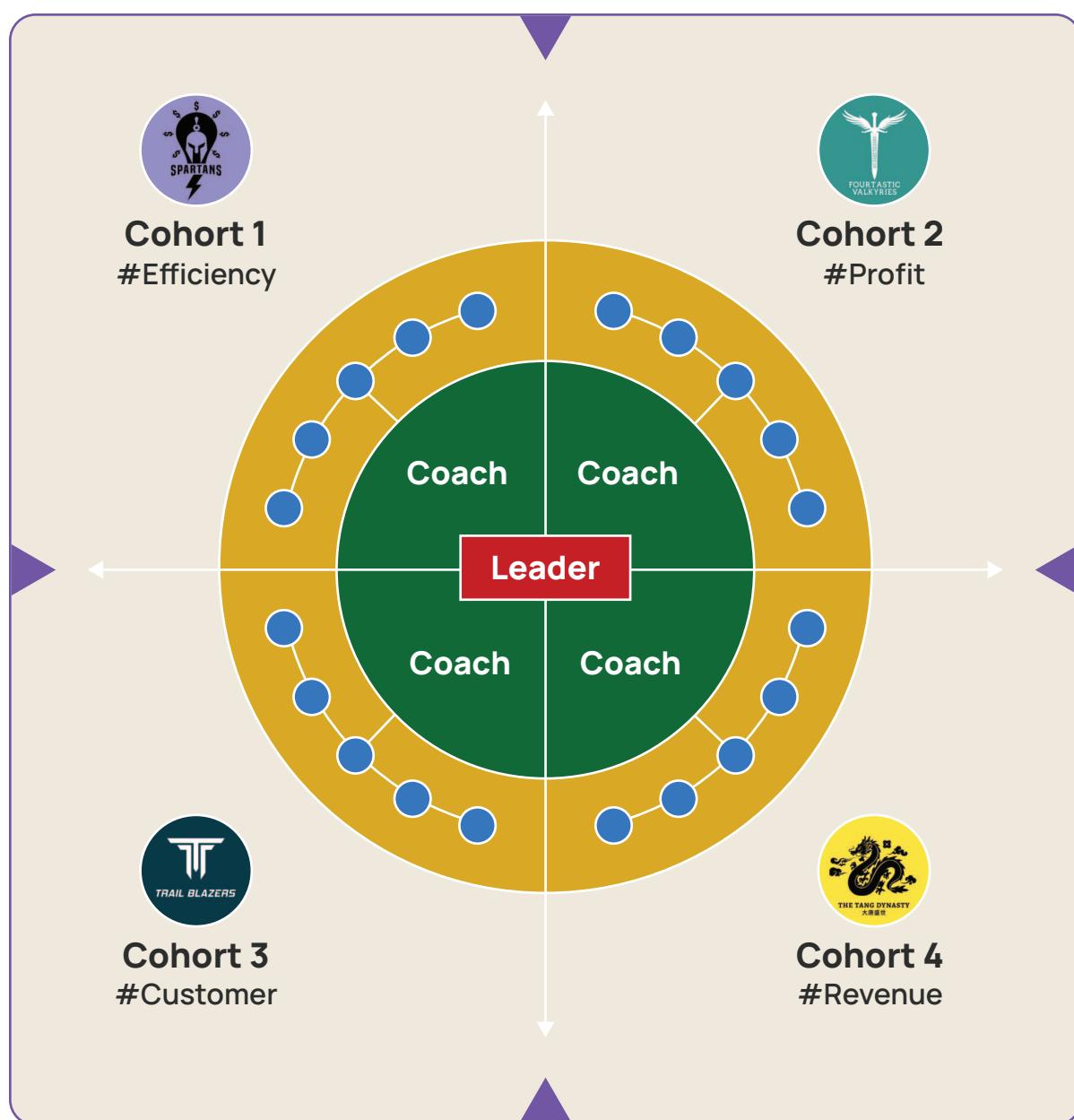
**Innovator:** Solves painful problems and seizes valuable opportunities.

**Coach:** Supports, motivates, and supplies organisational know-how.

**Leader:** Aligns strategy, ensures discipline, and drives results at scale.

**Senior:** Inspires a culture of innovation using vision and values.

**Sage:** Guides leadapreneurs to successfully complete their journeys.



# CHALLENGE 1 - PROPOSE



## The first step to greatness? Propose something worth building

Participants learn to use AI tools for the “design doing” process. This is a pass/fail challenge; to succeed, participants must secure sufficient support to deploy their idea.



Role	Skillset	Mindset	Spirit
<b>Innovator (\$10,000 USD)</b>	Identifies KPI-relevant problems, creates a 2x idea to solve it, then secures stakeholder support.	Curious, proactive, persuasive.	Bold Explorer advocating ideas confidently.
<b>Coach (\$50,000 USD)</b>	Coaches innovators to propose exciting ideas that target relevant problems.	Pragmatic, supportive, operationally aware.	Steady Navigator steering through complexity.
<b>Leader (\$100,000 USD)</b>	Leads groups to align innovation proposals with senior leaders' strategic priorities.	Strategic, integrative, visionary.	Courageous Captain aligning strategic vision with reality.

# UOB CREATED RM8.28 MILLION IN 3 MONTHS

Empowering employees to pitch bold ideas that drive real business value.



Client: United Overseas Bank (UOB)



**RM 8,280,374**

in innovation value



**29**

Leadapreneurs



**307% Growth**

from previous cycle

## The Goal

UOB wanted to build a culture where employees could identify challenges, come up with impactful solutions, and confidently pitch those ideas for support.

They partnered with Leadapreneur a second time to run the Innovation Accelerator 2.0—a 12-week program focused on building innovation skills.

## Learnings:

Over 3 months, participants were trained to:

- Spot real problems in their daily work
- Design bold ideas that could improve KPIs
- Build strong business cases using simple visuals and storytelling
- Clear business cases and early stakeholder alignment are key

## Key Takeaways:

- Innovation isn't just for product teams, it starts with your people
- Structured training helps turn ideas into results
- Clear business cases and early stakeholder alignment are key

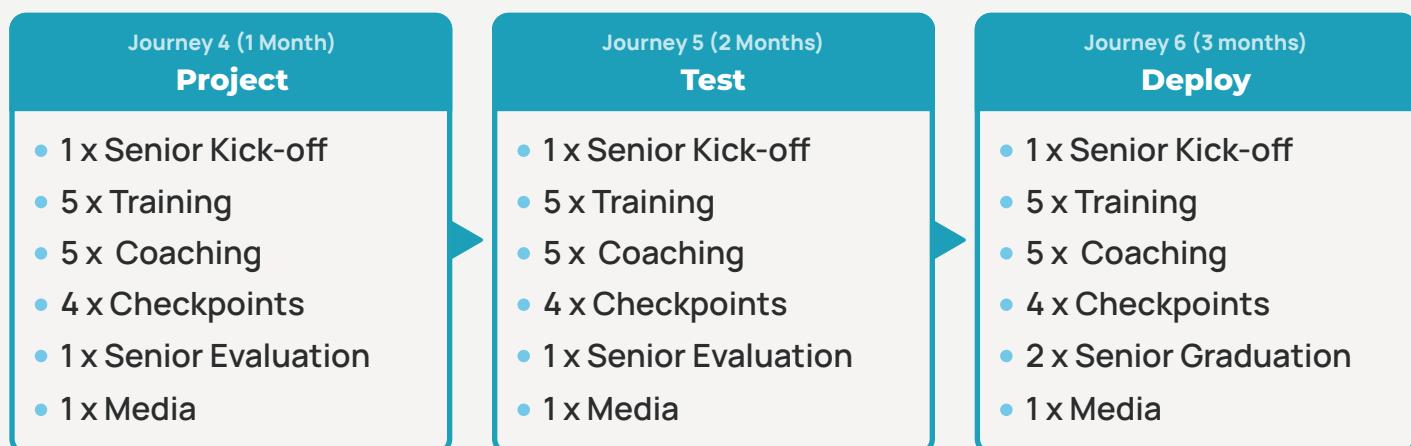


## CHALLENGE 2 - DEPLOY



Ideas are easy. Implementation is hard.

Participants learn how to use AI tools and agile execution to rapidly organise their project, test a prototype, then deploy a working solutions that users actively adopt. This is a pass/fail challenge; success requires user adoption of the deployed solution.



Role	Skillset	Mindset	Spirit
<b>Innovator (\$10,000 USD)</b>	Upgrades ideas into deployed solutions using agile Project Execution.	Action-oriented, disciplined, resilient.	Fearless Warrior driving forward with relentless resilience.
<b>Coach (\$100,000 USD)</b>	Coaches innovators through personal adversity and operational complexities.	Pragmatic, adaptive, supportive.	Skilled Pathfinder guiding innovators to find the path to deployment.
<b>Leader (\$250,000 USD)</b>	Leads agile transformation, aligning multiple projects into strategic impact.	Strategic, structured, impact-focused.	Visionary Strategos inspiring strategic unity and commitment.

# OCBC CREATED RM5.17 MILLION IN 16 WEEKS

From ideas to MVPs: How employees built real solutions that deliver results.



Client: OCBC Bank Malaysia



RM 5,170,591

in innovation value



RM 191,503

average value per product



27

Leadapreneurs

OCBC partnered with Leadapreneur to launch the OCBC Rebel Accelerator (ORA)—a 16-week program designed to help employees develop MVPs that solve real business problems and deliver measurable results.

## Learnings

27 employees from departments like Treasury, Compliance, Operations, and Marketing learned to:

- Identify pain points in their daily work
- Design solutions using agile innovation tools
- Build MVPs and test them with users
- Win buy-in from leaders to support deployment

## Key Results

- 37% time savings in operations through digitization
- RM860K-valued client management tool built by Treasury
- Projects focused on digitization, automation, customer experience, and performance tracking



# CHALLENGE 3 - SCALE



**More is better.**

Participants learn how to use AI tools and lean startup to pilot, scale, then optimize their deployed innovations, significantly amplifying impact. This is a pass/fail challenge; success requires 10x the results of the DEPLOY journey.



Role	Skillset	Mindset	Spirit
<b>Innovator</b> (\$100,000 USD)	Pilots innovative solutions, scales for substantial results achieve 10x outcomes.	Ambitious, aggressive, relentlessly results-oriented.	Hungry Vanguard relentlessly pursuing game-changing scale.
<b>Coach</b> (\$250,000 USD)	Pushes for maximum performance and provides powerful emotional support.	Tactical, practical, demanding.	Wise Tactician adeptly managing scaling challenges with clarity and courage.
<b>Leader</b> (\$1,000,000 USD)	Enterprise-wide impact, ensures rapid resource allocation, builds competitive advantage.	Visionary, decisive, growth-obsessed.	Resolute Commander powerfully driving strategic growth at enterprise scale.

# AXA CREATED RM8.37 MILLION IN JUST 6 WEEKS

Celebrating agile warriors, real-world MVPs, and bold leadership

Client: AXA Insurance, Malaysia



**RM8.37 million**

in innovation value



**20**

Leadapreneurs



**3 MVPs**

officially launched to market

AXA Insurance Malaysia partnered with Leadapreneur three times to accelerate innovation through the Axapreneur program. For Accelerator Level 1, the goal was to empower employees to identify problems, design solutions, and pitch projects with measurable business value.

## Learnings

Over 6 weeks, more than 20 employees learned to:

- Spot key challenges in operations and customer experience
- Design and build MVPs with measurable value
- Pitch to senior leaders at the Palace of Champions
- Compete for the title of Primus, celebrating innovation leadership

## Standout Projects

- RM1,080,000 cost savings from simplified process control & automation
- RM80K partner digitization platform projected in 11 months
- RM234K revenue growth from an automated referral system in 15 months

## Culture Impact

"With this programme, we're shaping a culture of everyday innovation. This isn't just a training—it's a new way of thinking. Innovation is now part of the new normal."

— Syukri Ahmad Sudari, Chief People Officer, AXA Malaysia

Our goal is to transform AXA into a living, breathing organisation. One that breaks down silos, removes bureaucracy, and thrives on bottom-up innovation."

— Oh Jo Vyn, Head of Organisational Performance & Learning Development, AXA Malaysia



# HOW SMART AXIATA SCALED INNOVATION

Building internal innovation leaders across 3 cycles of transformation

Client: Smart Axiata, Cambodia



\$214,000 USD  
in innovation value



20  
Leadapreneurs



1,757% ROI  
from innovation initiatives

Smart Axiata, Cambodia's top mobile telecom provider, partnered with Leadapreneur to launch a year-long transformation journey: the Corporate Innovation Accelerator. Spanning three 3-4 month cycles, this execution platform helped middle managers and senior leaders drive innovation that scaled across the business.

## Learnings

Smart Axiata teams were trained to:

- Identify real problems and align innovation with KPIs
- Create MVPs with measurable value across revenue, CX, and digital
- Pitch and deploy scalable solutions across the organisation
- Build upon each cycle's success to embed a culture of execution

## Key Results

- \$150K revenue in 3 months from a sales innovation
- 600 new subscribers via digital campaign for music app
- New business line created through a validated platform
- Loyalty programme launched for VIP customers



# STRATEGIC TALENT DEVELOPMENT

**It takes time to build greatness.**

By completing multiple seasons, leadapreneurs develop advanced skills, resilient mindsets, and an unbreakable spirit. They can choose to progress through different roles in each season, or deepen their mastery by focusing on a single role.



## Individualised Upskilling:

The experience and challenge of each season dramatically improves the skillset and mindset of every talent. Each iteration allows them to build on their past success to become better and stronger. Furthermore, they can choose their own pathway and upskill in the way that best suits them.

## Solve Talent Gaps:

Do you need more coaches? Stronger leaders? Better innovators? We can design and deliver customised solutions that solve your talent gaps. This strategic approach proactively strengthens workforce agility, builds bench strength, and ensures readiness for future challenges.

## Data-Driven Succession Planning:

Detailed data profiles allow you to monitor and evaluate individual performance over multiple seasons and across different roles. This approach gives HR leaders and senior management the hard data they need to make confident, evidence-based decisions about who's really ready to lead.

# PLAY TO WIN

Create a winning culture by innovating at speed and scale.

Successful organisations have a culture that inspires their talent to innovate at speed and scale. We work with you to create a winning culture by upgrading 30+% of your employees into leadapreneurs and challenging them to produce 1 innovation project per person per season. Using advanced gamification, we help you create a culture that inspires your talent to compete and collaborate at their very best. Every season creates a new challenge that dares talent to become even greater until they are unstoppable.

## Deliver \$100+ Million USD



S5

**Disrupt Reality**  
Brilliantly imagine the unimaginable.

S4

**Conquer Markets**  
Boldly expand the organisation.

S3

**Create Breakthroughs**  
Dare to dramatically grow the top and bottom line.

S2

**Accelerate Agility**  
Respond to change faster than the competition.

S1

**Optimise Productivity**  
Create advantage through superior efficiency.

# 5 SEASONS OF SUCCESS WITH DBS

**Duration:** 5 Seasons (2019–2024)

**Markets:** Singapore, Taiwan, Hong Kong, India, Indonesia, China

**Client:** DBS Bank | **Programme:** Warriors of WOW



In the Age of AI, only one kind of organisation will win those that innovate faster, smarter, and at scale. DBS Bank is doing just that.

By embedding Leadapreneur's Warriors of WOW into its talent strategy, DBS has equipped over 300 high-potential employees to innovate at speed, using real-time challenges to drive measurable business value. With each season, more people became leadapreneurs. More ideas turned into action. And more results hit the bottom line.

## Winning Requires a Superior Rate of Change

Digital transformation is no longer a goal. It's a baseline. To stay ahead, DBS needed more than just new tools or processes they needed people who could adapt, lead, and innovate across functions, geographies, and complexity.

That's where Warriors of WOW came in. Each participant was challenged to:

- Solve a real business problem tied to KPIs
- Design and deploy a working solution within 40 weeks
- Deliver quantifiable value to their department.

This wasn't theoretical training. It was real innovation, delivered by real people, in real time.

In Season 4, "Warriors of WOW" merged with DBS's SCM engine, becoming a key cost-saving channel. Projects like IAM Forgerock (SGD \$650,000 saved), Environment Depiction Radar (SGD \$141,600), and Sprint Planning Helper (SGD \$46,000) delivered SGD \$1.36 million in validated savings, proving innovation boosts both culture and the bottom line.



# THE RESULTS: SEASON ON SEASON GROWTH



**\$79 Million+**

With an average project valuation of \$ 374,986



**368 Leadapreneurs**

Covering 6 markets: Singapore, Indonesia, Taiwan, India, HongKong and China



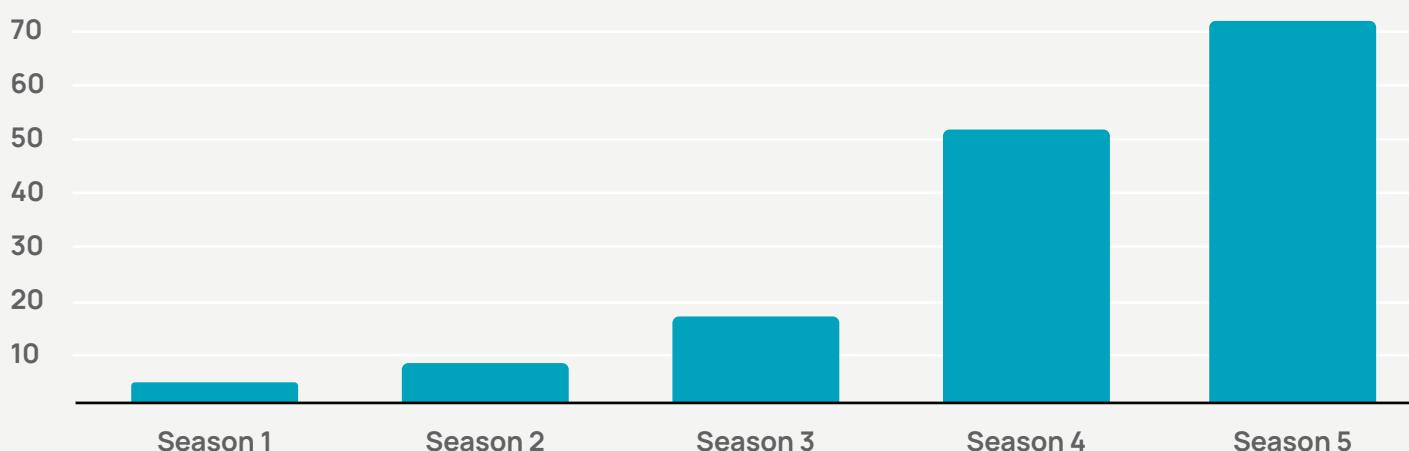
**180 Deployments**

S\$1.3 Million

accepted by auditors

■ Project Valuation (in million)

Average **2665% ROI**



## One Project. One Person. Every Year.

- Upskilling top talent with real-world innovation capability,
- Breaking silos through cross-functional collaboration,
- Reducing costs, improving productivity, and creating new revenue streams.

This is not a one-off initiative. It's a system for innovation at scale.



**“**Warriors of WOW helped us empower our high-potential talent to deliver innovation that matters. The results speak for themselves, millions in value and hundreds of lives transformed. This is the future of learning, working, and leading.

Bidyut Dumra, Executive Director, Head of Innovation, DBS Bank



**“**This programme is a game-changer. It provides our HIPOs with a safe but ambitious space to build real capabilities in stakeholder engagement, solution design, and delivering business value. It's a critical enabler of leadership development at DBS.

– Joanne Hor, Chief Learning Officer, DBS Bank

# MEET THE TEAM

Leadapreneur was founded in 2010 to build innovative leaders at scale.



**Jan Henrik Bartscht**  
Founder & CEO



**Hanaa Maysoon**  
COO



**Shen Feng**  
CTO



**Nor Kamaliah**  
HR Specialist



**Biraj Paudel**  
Lead Designer



**Kezia Fani**  
Marketing Specialist



**Chya Chyi Teh**  
Artist



**Ivan Sri Theevan**  
Business Development



**Mary Lopez**  
BD & Coach



**Sim Choo Khoo**  
Stratecution Coach



**Kwee Ming Gan**  
Stratecution Coach



**Marc Wernicke**  
Stratecution Coach



**Becky Kux**  
Stratecution Coach



**Michael Mckay**  
Stratecution Coach



**Micheal Fua**  
Stratecution Coach

## Contact

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**Believe in yourself.  
Be Brave. Be Bold. Be Brilliant.  
Build Your Better World.**