

# Developing The Leader Within You™

## Elevating Leadership to Greater Levels



### GILBERT NG

Certified Top Trainer for  
Developing The Leader Within You™

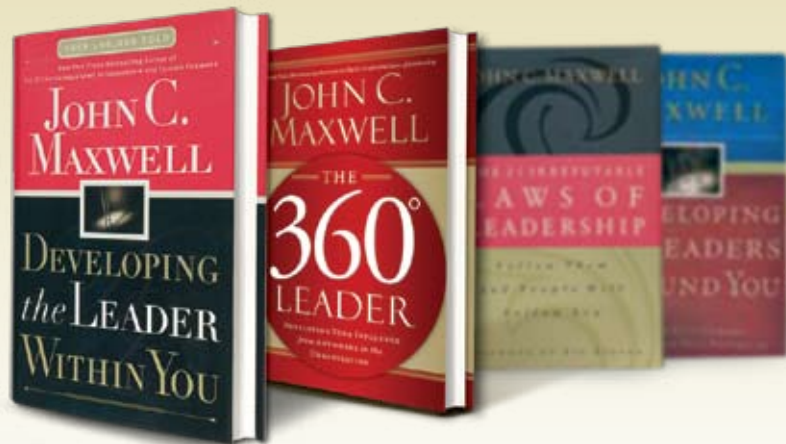
The most successful workshop from  
**John C. Maxwell**

World's #1 Leadership Guru and  
NY Times Best-Selling Author of over 50 books

#### BENEFITS of the Program

- Discover the FIVE LEVELS OF LEADERSHIP
- Learn the secrets to inspiring the people you lead
- Create your personal Leadership Action Plan
- Achieve your highest level of leadership potential

**“Everything Rises and Falls on Leadership”**  
~ John C. Maxwell



**HO CHI MINH CITY ■ 17 & 18 September 2009 ■ Equatorial Hotel, Ho Chi Minh City**

\* Simultaneous 2-way translation between English and Vietnamese is available



Marketing Partner:



a member of VIETLEVER GROUP

Event Partners:



\* ITD Group is the exclusive partner of Maximum Impact - John C. Maxwell programs in Singapore, Malaysia, Thailand and Vietnam.

**ITD - MEGA GURU PROGRAM**  
LEARN FROM THE BEST TO BE THE BEST

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### A Personal Message from **John C. Maxwell**



From my years of experience and observation in leading people and growing organizations, I have found that people cannot grow unless their leader grows. Leaders need to grow if their organizations are to grow. Effective Leaders play the most important part in the success of any organization. In this workshop, participants will learn how to lift the lid of leadership and enable their organizations to grow beyond their current level. The higher leaders rise, the higher they take their organizations and ensure the long-term success of their organizations. I look forward to being with you in this part of the world and seeing you in the near future at one of the coming ITD workshops. I am confident that this workshop will equip you with the relevant leadership principles, values and behaviors to take you to the next level of leadership.

### A Personal Message from **Gilbert Ng**



I am pleased to introduce to you another signature leadership program developed with John C. Maxwell - a world-renowned guru on leadership, brought to you by ITD Group to this part of the world.

The Developing the Leader Within You™ workshop seeks to explain the different levels of leadership and how it can equip anyone who would like to develop their leadership competencies by moving them through the 5 levels of leadership.

This program will benefit leaders and potential leaders seeking to improve their effectiveness as Leaders. Organizations will definitely be able to reap tremendous benefits when they can groom their Leaders and raise their leadership to a new and higher level.

When leaders grow, organizations will likewise also grow. This 2-day interactive workshop will assess the participants' current leadership level, integrate the laws of leadership and create a Leadership Action Plan that participants can take back and implement into their daily practices. It aims to equip participants with the simple yet powerful principles, values and laws of leadership that can bring about positive behavioral changes to enhance their leadership effectiveness.

### Overview from **Dr. Peter Chee**, President and CEO of ITD Group



ITD Group is constantly delivering the right leadership solutions to meet the growing demand for the best in the world leadership development programs.

Here are 5 main important points you need to know:

1. This Leadership Development program is John C. Maxwell's most well established program that has transformed the lives of tens of thousands of leaders worldwide.
2. The program is masterfully delivered by Gilbert Ng – the world's leading certified trainer of Maxwell's programs.
3. Maxwell's programs and materials are preferred the world over because they are grounded with the power of simplicity and the principles are proven to be effective in practice.
4. Go to Amazon.com, the world's largest book seller, search with the key word leadership and you will find that no other guru can match Maxwell in terms of the number of top ranked books.
5. For continuous leadership development, a suite of leadership solutions ranging from workshops, train the trainer certification, DVD and audio courses, coaching and consulting services are made available.

Don't miss this opportunity to learn from the best to be the best! See you at the upcoming event.



## Who Should Attend the Program?

Anyone involved in leading others, who need to raise their level of leadership effectiveness and are involved in leading other leaders would find this workshop practical, relevant and impactful.

- Government Leaders
- Corporate Leaders
- NGO Leaders
- Anyone aspiring to be a leader

## Introduction

### Can Leadership Be Learned?

At ITD, we believe that leadership is a skill that can be learned. We also believe that leadership is influence and through the behaviors taught during the Developing The Leader Within You™ workshop you can increase your influence and leadership effectiveness.

This workshop gives you the opportunity to evaluate probable outcomes which are determined by decisions you are making right now.

In an easy to implement framework called The Five Levels of Leadership, you will be given tools to purposefully and privately assess the current level of your leadership.

This surprising self-revelation will be the foundation and fulcrum for the changes in your thinking, your current best practices and your leadership behavior.

It is the behavioral differences in successful leaders that fuel the most rewarding gains and it is the brand of leadership that is the hallmark of the world's most enduring companies.

## Course Distinctives

- Assimilate proven course content from best-selling author and renowned leadership expert JOHN C. MAXWELL.
- Learn how to recognize, raise and even remove the 'leadership lid' that is holding back your leadership potential.
- Participate in a true hands-on 'workshop' where kinesthetic activities and group problem solving help solidify theoretical concepts.
- Unpack the meaning of 'values based' leadership and the power of leading others according to their values.
- Capture the most important 'concept kernels' through purposeful facilitator-led exercises.
- Interact with peers through facilitator-led discussions designed to help you make practical applications for your unique work environment.
- Create a LEADERSHIP ACTION PLAN to ensure behavioral change.

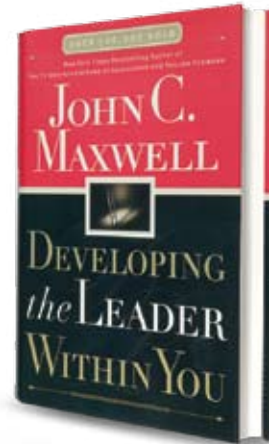
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### Program Outline

#### Day 1

8.30 a.m.	Registration
9.00 a.m.	Introduction
Module 1	LAW OF INFLUENCE (Tea Break)
Module 2	INTRODUCTION TO THE 5 LEVELS OF LEADERSHIP
Module 3	UNCOVERING YOUR LEVEL OF LEADERSHIP
12.30 p.m. - 1.30 p.m.	Lunch Break
Module 4	THE LAW OF CONNECTION
Module 5	LEADING WITH INTEGRITY (Tea Break)
Module 6	VALUES-BASED LEADERSHIP
5.00 p.m.	End of Day One



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#### Day 2

9.00 a.m.	Module 7	THE LAW OF PRIORITIES (Tea Break)
	Module 8	BECOMING A FOCUSED LEADER
	Module 9	THE QUICKEST WAY TO GAIN LEADERSHIP
12.30 p.m. - 1.30 p.m.		Lunch Break
	Module 10	THE 5-STEP EQUIPPING PROCESS
	Module 11	MOTIVATING THE UNMOTIVATED (Tea Break)
	Module 12	THE LAW OF NAVIGATION
	Module 13	LEADERSHIP ACTION PLAN
5.00 p.m.		End of Program

## Seeing Results

Developing The Leader Within You™ produces measurable 'net-effects' that will allow you, for the first time, to qualify the valuable return on every training dollar you spend – whether you are personally going through the course or recommending it for your people. You'll see immediate improvements in many of the leading indicators of your organization's health.

### Before

#### Turnover

The frequent loss of talented people can happen when leadership, management or process causes friction.

#### Routine

Otherwise known as a rut. Employees fall into a mindset of survival and 'clock watching'.

#### Inefficiency

Lack of clarity about process and responsibilities breeds frustration and anxiety, which promotes an environment of inefficiency.

#### Nearsightedness

Failure to see beyond the present reality causes paralysis and an inability to respond to sudden opportunities.

#### Politics

Nothing corrupts a culture more than maligned mavericks with hidden agendas. Their predisposition to getting ahead at any cost is almost always on your nickel.

#### 'Self' Service

The 'I just work here' mentality cripples any ability to cultivate relationships with clients, whether the employee is directly in touch with them or not.

### After

#### Retention

Employees realize their potential and desire tenure as managers, knowing when to lead and when to get out of the way.

#### Focus

People understand why they succeed or fail and rally themselves to meet personal goals as well as the long-term missions of the company.

#### Productivity

Successful leaders cast vision and delegate responsibility well; intentionality allows hyper-productivity.

#### Perspective

Leaders help weigh priorities that affect the reality of the present while managing expectations for the future.

#### Transparency

Leadership promotes open communication and readiness to accept criticism, especially from the bottom up. Employees trust leaders who are transparent.

#### Better Customer Service

Promoting widespread ownership of vision and core values creates company-wide attentiveness to client needs and a desire to provide consistently better products and services.

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## Extend Your Training

**Coaching** – One-on-One Coaching or group coaching can be provided to individuals or organizations who would like a coach to help them apply what they have learnt and to incorporate the principles of the action plan and help the participants to assimilate the principles taught.

**Mentoring** – Each month, delivered right to your door at work or at home, you can receive audio lessons and informative content outlines designed to challenge, equip and motivate you as you continue on your leadership journey. Thousands of leaders look forward to receiving the monthly leadership lessons and building their resource library while they build their teams. For more information visit: [www.maximumimpact.com/mentoring](http://www.maximumimpact.com/mentoring)

**e-Newsletter** – Maximum Impact reaches over 200,000 leaders through this bi-monthly e-newsletter, 'Leadership Wired'. Claim your free subscription designed to present pertinent and relevant information that will assist you in evaluating your leadership challenges in a new way. The truth is, leaders learn best from what they discover for themselves. To sign up, visit: [www.maximumimpact.com/wired](http://www.maximumimpact.com/wired)

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### More About Gilbert Ng

Gilbert Ng holds the position of Country Head at ITD Group. He is a dynamic, thought-provoking and energizing professional trainer. He has trained for more than ten years delivering his extensive knowledge on Leadership, Change, Personal Effectiveness, Sales & Marketing, Negotiation and Teamwork to multinational corporations, SMI/SME, banks, associations and charity organizations and government bodies and has gained credible feedback from his customers.

He is a Certified Training Professional (CTP) awarded by ARTDO International-ITD. He is also a Chartered Marketer with the Chartered Institute of Marketing, UK. He holds an MBA in General Management from the American University of Hawaii and has a double diploma in Management and Marketing from MIM and CIM.

Gilbert is a certified top Master Trainer for ITD's Mega Guru Signature programs developed in collaboration with Jack Canfield, John Maxwell, Thomas Crane and Zig Ziglar.

He had held various management positions with United Merchant Finance Bhd, Alliance Finance Bhd, Hong Leong Bank (M) Bhd, OSK Securities Bhd, RHB Unit Trust Management Bhd and Federal Auto Holdings Bhd.

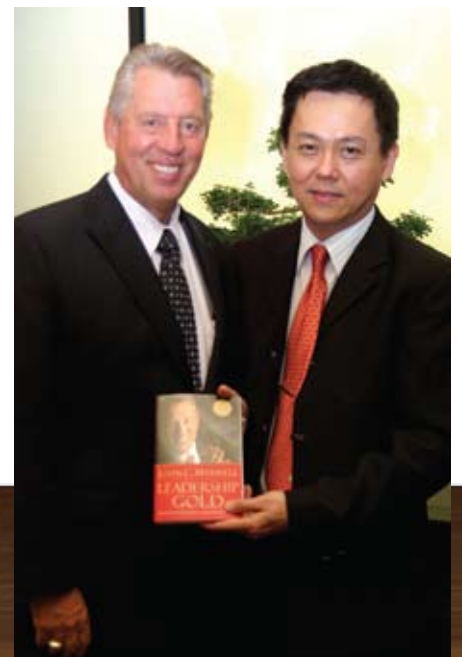
His excellent performances in his previous management positions proved that he is a strong leader and motivator. He has won many awards, i.e. Best Regional Manager, First Runner-up Big Branch Award, Best Large Branch Award and Merit for Kids Saving Accounts Awards.

### General Information

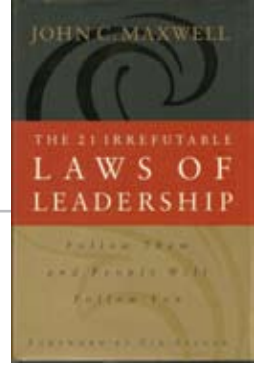
1. Closing date for registration is **31 August 2009**.
2. The fees cover participation at the event, lunch, tea breaks and copyrighted materials.
3. Replacements and representatives are allowed, however the fees paid are strictly non refundable.
4. In the event that any of the speaker/s have to cancel their engagement for reasons outside the control of the organizers, the organizers reserve the right to reschedule or make changes as they deem fit.
5. VAT, Bank commission and other bank charges must be borne by participants.

### Information for International Participants

1. Special hotel room rates have been arranged. For hotel booking forms and rates please e-mail ITD centers.
2. For optional tours you may contact our partner hotels directly for prior arrangement or upon arrival.



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**EVENT FEES AND GENERAL INFORMATION**

(Please make copies of this page for registration as required)  
 HO CHI MINH CITY • 17 & 18 September 2009 • Equatorial Hotel, Ho Chi Minh City

EVENT FEES	VIETNAM	INTERNATIONAL
Super Early Bird Fee - Registrations with Payment before 24 July '09	<b>VND 8,500,000</b>	<b>USD 500</b>
Early Bird Fee - Registrations with Payment before 15 August '09	<b>VND 9,350,000</b>	<b>USD 550</b>
Normal Fee - Registrations with Payment after 15 August '09	<b>VND 10,200,000</b>	<b>USD 600</b>
Group Registration - <b>Platinum</b>	<b>VND 7,650,000</b>	<b>USD 450</b>
<b>Gold</b>	<b>VND 8,075,000</b>	<b>USD 475</b>

Payment Details                      Payments may be made by telegraphic transfer, bank deposit or local cheque.

Account Name (Pay to) : ITD Vietnam  
 Account Number : 030-70000-03131  
 SWIFT Code : VIDPVNV5  
 Name of Bank : VID Public Bank Branch  
 Bank's Address : Ho Chi Minh City Branch, 15A Ben Chuong Duong District 1, Ho Chi Minh City, Vietnam

Please tick:  Super Early Bird Fee  Early Bird Fee  Normal Fee  
 Group Registration  Platinum  
 Gold

Title and Name: Prof/Dr/Mr/Mrs/Ms \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mobile: \_\_\_\_\_ Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Mode of registration:

E-mail: itdhcmc@itdworld.com                      Fax: +84 8 3932 0681                      Tel: +84 8 3932 0600

Replacements and representatives are allowed, however the fees paid are not refundable.

# INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation



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ITD was founded on a simple yet powerful vision of enabling organizational & HR development goals that enrich lives & create a better society. ITD's roots can be traced back to 1984 when a group of visionary HRD experts established an institution, which quickly emerged as a leader in its field. ITD's mission then and now remains clear – To continuously excel as the leading multinational provider of superior quality & comprehensive organizational & HR development solutions in the Asia-Pacific for national and regional building.

The dawn of the new millennium heralded a new phase of international expansion as the organization expanded its operations throughout the Asia-Pacific Region. ITD Group's headquarters for global research and development is based in Singapore and its administrative head office is established in Penang, Malaysia. ITD has centers spanning Malaysia, Thailand, Vietnam, Philippines and Singapore.

ITD Group's six core activities include Corporate Training; Professional Competency Certification; Business Coaching and Consulting; Mega Events and Conferences; Business Education and Research and Community Service and Networks.

In an increasingly globalized economy driven by knowledge, competency and innovation, ITD can be the people's crucial source of competitive advantage due to its ability to combine expertise and experience from its core expertise in various distinct areas. This portfolio synergy allows ITD to better meet the unique development needs of individuals, corporations and the community.

Over the years ITD has earned a sound reputation as a leading training, HRD and education provider having successfully produced thousands of graduates and provided organizational and HR development solutions to a large number of clients throughout the Asian region. ITD's clients include many leading multinational and local corporations.

As an international HRD award-winning organization, ITD has made its mark of excellence in the international HRD arena. It is the winner of the 2006 - 2007 ARTDO (Asian Regional Training and Development Organization) International HRD award. This highly prestigious international award is presented to the most qualified organization each year in recognition for outstanding contribution to international HRD.

As a clear distinction of ITD's commitment to quality and continuous improvement, the Group has attained the ISO 9001:2000 Certification for Global Provision of Training and Development. This simply means that ITD's quality management system is globally applicable and meets stringent international standards.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it about uplifting and bringing "light" to people's lives and helping both individuals and organizations attain their aspirations. It is about fulfilling dreams of building a better and more peaceful tomorrow. This is the ITD passion and commitment – a pledge that people can count on.



Global Provision of Corporate Training  
and Development  
ITD Group - Head Office  
Penang, Malaysia

[www.itdworld.com](http://www.itdworld.com)