

ITD World Manila in partnership with Together We Can Change The World

presents

Global Leadership Boot Camp

Best Practices for Global Leaders

January 27, 2016 | Discovery Primea, Makati City

Learn Cutting-Edge Skills from these Global Experts:



Scott Friedman



Debra Fine



Matthias Gelber



Susan Friedmann



Shirley Taylor



Paul N Larsen



Wendy Hanson



Titus Yong



Rebecca Morgan



Avi Liran



Jana Stanfield

PROGRAM SCHEDULE

7:30am	Registration
8:30am	Introduction
8:45am	Jana Stanfield “Every Awesome Woman” and “All the Good”
9:00am	Scott Friedman -- Leadership Lessons Learned from the World’s Most Admired Organizations
9:30am	Debra Fine -- Building Business Relationships One Conversation at a Time
10:15am	AM Break
10:45am	Matthias Gelber -- Eco Leadership
11:15am	Susan Friedmann -- Separating Yourself from the Competition
11:45am	Shirley Taylor -- Leading with Heart
12:15nn	Summary of the Morning Session
12:30nn	Networking Lunch
1:30pm	Jana Stanfield
1:45pm	Paul Larsen -- Find Your VOICE as a Global Leader!
2:15pm	Wendy Hanson -- A Business Person’s Guide to Neuroscience
2:45pm	PM Break
3:15pm	Titus Yong -- Leadership Insights on Corporate Creativity
3:45pm	Rebecca Morgan -- Becoming an Authentic Global Leader
4:15pm	Avi Liran -- Delighting Leaders Do!
4:45pm	Summary of the Afternoon Session
5:00pm	End of Session

GLOBAL LEADERSHIP EXPERTS

Scott Friedman, CSP

Celebrate! Leadership Lessons Learned from the World's Most Admired Organizations



Celebration is one of the most effective ways to engage employees, improve team performance, and raise productivity. In this entertaining, interactive, content-rich session, you will learn how to create a culture of celebration leading to more innovative, authentic, responsive employees. Learn what the most admired organizations are doing to honor, celebrate, engage and retain employees and customers. Learn to create a happier, healthier workplace... one celebration at a time.

Participants will learn how to:

- Create a culture of innovation and celebration
- Develop a “celebration mentality” based on gratitude, play, and surprise
- Create fun, innovative rituals which foster a more open and engaging workplace
- build deeper connections with both employees and customers through the element of surprise
- Develop humility and self-accepting humour in building a connected culture

About the speaker:

Scott Friedman, CSP, 2004-05 President of the National Speakers Association (NSA), is the author of three books: *Celebrate- Lessons Learned from the World's Most Admired Organizations*; *Happily Ever Laughter -- How to Engage Any Audience* and *Using Humor for a Change*.

As a motivational humorist, Scott's main area of expertise is employee innovation, customer experience and using humor/celebration as a strategic tool.

Debra Fine

Global Leaders’ Key Skill: The *Fine Art* of Building Business Relationships One Conversation at a Time



“A desk is a dangerous place to view the world”

—John Le Carre, Author

The ability to talk easily with anyone is a learned skill, not a personality trait. Acquiring it helps global leaders develop rapport within organizations and externally, raise visibility and build networks with the community at large, leaving a positive impression that lasts longer than an exchange of business cards. In the globally competitive world of business more emphasis is placed on developing personal business relationships than has been expected in the past.

Audience members learn how to:

- **Gain** conversation tools that enhance leadership skills
- **Avoid** sending contradictory or confusing signals about yourself
- **Prevent** the most common conversation blunders that create a negative impression
- **Master** introductions and remember names
- **Demonstrate** that you're a positive and self-confident professional while experiencing more ease at business conferences, networking occasions, receptions and meetings.

About the speaker:

A former engineer and 20+ year member of the National Speakers Association Debra Fine has presented programs to hundreds of audiences around the world, including General Electric, Google, Deloitte, Hyatt Hotels and United Airlines. Fine is the author of the bestselling book *The Fine Art of Small Talk: How to Start a Conversation, Keep It Going, Build Networking Skills—and Leave a Positive Impression* translated and published in over 2 dozen countries including Malaysia, Indonesia, Thailand, Vietnam, and China.

Matthias Gelber

Eco Leadership — Innovate Your Life and Business for Greater and Greener Returns



Being an Eco Leader is good for the planet, your company, and your future. Learn to build a more desirable brand and improve profits by identifying new business opportunities and innovations. In an entertaining and inspiring way the Green Man, Matthias Gelber, will help you identify, what's hot and what's not in the ever changing world of green at home, in your business and the community at large. You will learn that being an Eco Leader is not only the right thing to do, but the most profitable.

Participants will:

- Discover how to make a living through healing rather than destroying the planet
- Explore case studies of companies saving money and the planet at the same time
- Identify how to inspire employees to innovate by becoming better stewards of the planet
- Enhance their business results through new eco friendly products and services
- Profit through eliminating waste while exploring renewable energy, green buildings and energy efficiency.

About the speaker:

Matthias Gelber comes from Burbach-Lippe, a small German village surrounded by the forest. In 2008 he was voted 'Greenest Person on the Planet' in an online competition. Matthias lives in Malaysia without a car and a monthly USD\$10 electricity bill.

Matthias graduated with Masters in Environmental Science from Brunel University in the UK and went on to start a successful environmental consulting company in 1999. In 2007, he co-founded Maleki GmbH, a German company specializing in high-performance, low-carbon-footprint construction materials. He also serves as a board member of Solexel Malaysia Sdn Bhd. In 2015 he was the guest of honor at the second International Environmental Summit in Subic and he launched his first book, the *Greenman's Guide to Green Living* and working which is printed on recycled paper and with vegetable ink. He has spoken in 42 countries and makes his flights carbon neutral.

Susan Friedmann, CSP

The Road Less Traveled: Separating Yourself from the Competition



The future is in niches. Learn the secrets to master your niche and maximize the reward. This session provides you and your team with instant and actionable tools and methods to maximize your profits for a successful, unified niche marketing strategy for your business – no matter what the size.

After this session, you will walk away with a practical framework of powerful, proven, and easy-to-use strategies to differentiate your business and learn how to cash in on the unique “Riches in Niches” strategy.

Participants will discover:

- How to can tap into the exponential growth of niche marketing?
- How to become niche-minded to grow your business
- Proven strategies that separate you from your competition
- Winning secrets to become an expert in your niche
- Simple ways to distinguish your business and win more sales

About the speaker:

Susan Friedmann, CSP, The NichePreneur™ Coach, is an internationally recognized niche marketing expert, and “how-to” coach who helps small business owners, service professionals and entrepreneurs find and capitalize on a niche market to maximize opportunities and increase results.

She is the author of fourteen books including her international bestseller, *Riches in Niches: How to Make it BIG in a small Market*, *The Complete Idiot's Guide to Target Marketing*, and *Meeting & Event Planning for Dummies*, plus hundreds of articles.

In addition, other media appearances include a variety of radio talk shows, and being guest expert on CNN's Financial Network and Bloomberg’s Small Business.

Shirley Taylor, CSP

Leading with Heart: How to Guide your Team to Success in the Heart-Based Workplace™



In our increasingly competitive, global business world, there's one key way you can stand out, and that's by **Leading with Heart**.

In our increasingly high-tech world, excellent interpersonal skills are still the lifeblood of every organization. They are essential not only for organizational health and prosperity, but also for our own morale and wellbeing.

In this session, Shirley will share her unique *Heart-Based Workplace™* formula that will help you guide your entire team to be productive, more supportive, more motivated - and a whole lot happier. You will take away a valuable framework of practical, simple strategies that can be instilled throughout your organization, so all employees can make a positive difference and achieve greater success.

Participants will discover:

- One change you can make that could make a difference to everyone's success
- The importance of leading with your heart as well as your head
- How you can encourage employees to make a positive difference at work
- How your entire team can be more productive, supportive, motivated and happier
- Shirley's *Heart-Based Workplace™* formula for success

About the speaker:

Shirley Taylor has established herself as a leading authority on communication and business writing skills, and has written 12 books on these topics. The seventh edition of her international bestselling book *Model Business Letters, Emails and Other Business Documents* has sold over half a million copies worldwide and has been translated into many languages. She is currently working on her latest book, *The Heart-Based Workplace™*.

Originally from the UK, Shirley now lives in Singapore, and she has over 30 years' experience in transforming the communication skills in leading organizations. With her friendly, humorous, down-to-earth speaking style, she is passionate about helping people commit to change. In this interactive, thought-provoking presentation, she will share useful strategies that audience members can use immediately back at the workplace.

Paul N Larsen

Find Your VOICE as a Global Leader!



“Leadership is a choice, not a position.”

—Stephen Covey

Leaders: What is your legacy? What is your purpose? What is your impact? In the noise of today’s global environment, today’s leaders need to stand out with a clear purpose in order to bring value and be heard. Your intentions as a leader do not matter if you cannot influence your vision while engaging your team and organization.

During this energized and lively presentation, leaders will learn how to:

- Discover your core leadership **Values**
- Create compelling **Outcomes** aligned to your vision
- **Influence** your relationships with trust and credibility
- Make decisions that reveal your **Courage** and confidence
- **Communicate** your overall **Expression** for lasting impact

About the speaker:

Paul N Larsen, MA, CPPC, has over 25 years’ business experience with executive and senior-level responsibilities within global organizations, including heading the human resources function for a \$3 billion organization. Paul has partnered with many leaders and teams around the world to find their unique “VOICE” and create successful outcomes for themselves and their organizations. He has a proven and successful track record in building leadership strength within the Fortune 100, start-up, and high-tech environments consulting with such organizations as Twitter, Electronic Arts, Walmart, Adobe Systems & SAP/Success Factors.

Wendy Hanson

A Business Person's Guide to Neuroscience



Most of us take our brain for granted. It is clearly the most complex organ in the human system. In this workshop, we will have fun learning some basics on the integrated system of our brain, how mirror neurons work and create a connection with others and a simple guide for creating new habits. If we understand how to take care of our brain and make it more resilient, we will see the benefit in our businesses and our lives.

Participants will learn how to:

- Communicate using images, stories and metaphors that the brain remembers
- Create new pathways in the brain to change habits and be more successful in work and life
- Enhance your brain's ability to thrive and provide clarity
- Build your brain's neuroplasticity through 5 key activities

About the speaker:

Wendy Hanson, M.Ed, CPPC has been an Executive Coach specializing in leadership and team development since 1998. Over the past 17 years, Wendy has worked with CEOs, executive teams, managers and their teams to create a vision for the future and a plan to execute their vision. Wendy's clients have included Google, AOL, MapQuest, Verizon and many, many small to mid-size companies around the US.

Titus Yong

Leadership Insights on Corporate Creativity



Based on the upcoming book *Your Innovative Brain*, a collaboration between Titus Yong and Harvard professor Dr. Shelley Carson, this session reveals the thinking processes of innovative pioneers and entrepreneurial leaders. Take away insights from scientific research findings and successful case studies at both large companies and start-ups across different industries. Start implementing new ways of thinking to become a more creative leader.

Participants will learn:

- How great ideas actually happen
- The mental processes from “aha” moments to a prototype
- To leverage diversity to enhance innovative ability
- How to foster intrapreneurship in your corporation to increase revenue

About the speaker:

Titus Yong specializes in fostering the essential skills for creative thinking and innovation. In the past twenty years, Titus has worked with Fortune 500 companies, universities and social organizations in over twelve countries. An expert contributor to the *Encyclopedia of Creativity, Invention, Innovation and Entrepreneurship*, he continually learns from Nobel laureates, billionaire creators and luminaries. He works with his two children on a project to inspire youth in Africa and Asia to imagine worthwhile dreams — and to achieve them.

Rebecca Morgan, CSP, CMC

Becoming an Authentic Global Leader: Benefiting from Strategic Authenticity



Common advice is, “Be yourself.” But is it always possible — and advisable — to be your full self in every situation? What does it really mean to “be yourself”? Does it mean you should behave with your boss the same as when you’re with family and close confidants?

Natural global leaders develop trust with their followers, in part because of their authenticity. When you allow yourself to share key parts of who you are, others want to follow you. Learn about the Authenticity Continuum™ and be cognizant of how much of your true self to disclose in each situation. Inauthenticity — or being fake — is not the goal. Being savvy about how much to reveal is.

Participants will understand how to:

- Be strategic about how much to reveal will help accomplish their goals
- Be savvy without being manipulative
- Learn from other people’s sharing too much

About the speaker:

Rebecca L. Morgan, CSP, CMC, is an international speaker, trainer and consultant specializing in creating innovative solutions for workplace effectiveness challenges. She’s appeared on 60 Minutes, Oprah, the *Wall Street Journal*, National Public Radio, Forbes.com and *USA Today* as well as international media such as the *Straits Times*, *Brunei Times*, and the *Malaysian Star*.

Rebecca is the bestselling author of 25 books, including *Calming Upset Customers*; *Grow Your Key Talent: Thought-Provoking Essays for Business Owners, Executives and Managers on Developing Star Staff*; *Remarkable Customer Service ... and Disservice: Case Studies and Discussions to Increase Your Customers’ Delight* and *Professional Selling*.

She is an exemplary trusted resource who partners with clients to accomplish high ROI on key-talent development projects. Her customized presentations are thought-provoking, highly interactive, and full of immediately usable ideas. She knows what works. Since 1980 she’s transformed executives, managers, salespeople and customer support staff into much more effective workplace contributors.

Avi Liran, Economist, MBA

Delighting Leaders Do!

Creating a Delightful Environment of Being “IN the Extra Mile”



Delighting leaders create and cultivate a positive work environment that attracts and retains talented people, allows flow of creativity and innovations and empowers delightful customer experiences.

Lighten up, buckle your seat belts and prepare to have some energizing fun. Avi delights his audience with meaningful real-life stories, case studies and he shares updated research to inspire you on why and how you can switch to a more delightful approach to a happier and more successful life.

Participants will learn how to:

- Activate internal 4D Delight Operating System™ and avoid the negative Jerk OS
- Create a collaborative and joyful culture of delight that inspires superior employees and customer experiences
- Upgrade “Go the extra mile” to being “**In the extra mile**” via empowerment
- Build deeper connections and sense of loyalty with both employees and customers by delight
- Find a sense of purpose in delighting others to derive meaningful impact on ourselves and our society

About the speaker:

Avi leverages his international experience as a former diplomat (Economic, Trade and Tourism Attaché for Southeast Asia), venture capitalist, VP Marketing, IT geek, entrepreneur and change leader to provide simple, actionable and practical tools and rituals that are easily applied in the corporate world and at home.

Avi has been speaking, consulting, coaching and training leaders in top organizations like Marriott, Turkish Airlines, Marina Bay Sands, Lenovo, Keppel, Far East Organization, Coca Cola, Lilly, Shaya’s Starbucks, Victoria’s Secret, Body Shop, SingTel, Hong Kong Jockey Club, Dairy Farm Guardian Singapore, Rustan’s Philippines, Spring Singapore, Delta Force of Singapore Police and many other companies.

Jana Stanfield, CSP

Upbeat and Thought-Provoking Musical Messages



Jana Stanfield, CSP, is a world-class musician, speaker, and co-founder of Together We Can Change the World with fellow international speaker, CSP Scott Friedman. After writing songs that put gold and platinum albums on her walls, Jana spent the last 10 years focusing on what she calls “increasing the global good.”

Through their Together We Can Change the World Seminars in Southeast Asia, she teaches business leaders how to combine their unique skill set with a positive mindset. Demonstrating the universal appeal of combining education with music and humor, Jana Stanfield delivers her entertaining and educational Keynote Concerts around the world. She was a featured TEDx speaker at NASA in the U.S., and in Chennai, India. Through her international travel business, she uses global travel as a teaching tool for experiential education and cultural connection.

**REGISTRATION FORM****FEES AND GENERAL INFORMATION**

(Please make copies of this page for registration as required. Manila: 27 January 2016)

EVENT FEES	MANILA
REGULAR RATE Registrations and Payments after December 19, 2015	PHP 9,500 + VAT
GROUP RATE (10 participants) Registration and payment on or before December 19, 2015	PHP 85,000 + VAT

PAYMENT DETAILS	PAYMENTS MAY BE MADE BY TELEGRAPHIC TRANSFER, BANK DEPOSIT, LOCAL CHEQUE
Account Name (Pay to)	ITD Consulting Group, Inc.
Account Number	005-9500244-7
SWIFT code	MBBEPHMM
Name of Bank	Maybank Philippines, Inc. (Makati Branch)
Bank's Address	New Solid Building, 357 Sen. Gil Puyat Ave. Makati City
<i>*Kindly ensure that payment is made 2 weeks before the program commencement</i>	

PLEASE TICK: Regular Rate Group Rate

Title and Name: Prof / Dr / Mr / Mrs / Ms _____

Phone _____ Fax _____ E-mail _____

Mobile _____ Position _____

Organization _____

Address _____

Date _____ Signature _____

ITD WORLD'S CENTRES OF EXCELLENCE

MALAYSIA - ITD PENANG - Head Office

Suite 23-A, 23rd Floor, MenaraNortham, 55, Jalan Sultan Ahmad Shah,
10050 Penang, Malaysia.

Tel: +604 2283869 | Fax: +604 2286869 | E-mail: itdpg@itdworld.com

MALAYSIA -ITD KUALA LUMPUR

Level 3, Block D, Plaza Mont' Kiara, 2 JalanKiara, Mont' Kiara,
50480 Kuala Lumpur, Malaysia.

Tel: +603 6203 3880 | Fax: +603 6203 3830 | E-mail: itdkl@itdworld.com

THAILAND - INTERNATIONAL ITD LTD

Mahatun Plaza Building, 888/199 Ploenchit Road, Pathumwan, 10330 Bangkok, Thailand.

Tel: +662 650 9324 to 8 | Fax: +662 650 9329 | E-mail: itdbkk@itdworld.com

VIETNAM - ITD VIETNAM

8B Su ThienChieu St., Ward 7, District 3, Ho Chi Minh City, Vietnam.

Tel: +84-8 932 0600 | Fax: +84-8 932 0681 | E-mail: itdhcmc@itdworld.com

PHILIPPINES - ITD CONSULTING GROUP INC

11/F Unit 1108-88 Corporate Centre, 141 Valero Street, Salcedo Village,
1227 Makati City, Philippines.

Tel: +632 887 7428 | Fax: +632 844 8874 | Email: itdmanila@itdworld.com

SINGAPORE - ITD INTERNATIONAL PTE LTD

7030 Ang Mo Kio Ave 5, #09-90 Northstar @ AMK, Singapore 569880.

Tel: +65 6221 6770 | Fax: +65 6221 8005 | E-mail: itdsg@itdworld.com

CAMBODIA – ITD-LDC (LEADERSHIP DEVELOPMENT CENTRE)

#10AE1, St. 300, Sangkat BKK II, Khan Chamkarmon, Phnom Penh, Cambodia.

Tel: +855 23 555 0505 | Fax: +855 23 224 598 | E-mail: training@ldcasia.com