

Jerry Aull LIVE!

The World's Leading Trainer &
Developer of John C. Maxwell's
Programs & Director of
Corporate Training



ITD-MEGA GURU PROGRAM

LEARN FROM THE BEST TO BE THE BEST

The latest from

John C. Maxwell

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

The 360° Leader™

Developing Your Influence from Anywhere in the Organization

- 99% of all leadership occurs in the middle of the organization
- A Leadership team is more effective than one leader
- Be a 360° Leader™ that influences people at every level of the organization
- Deliver great results with those working below, above and around you
- Don't wait for that promotion, Start leading now from where you are!

"Everything Rises and Falls on Leadership"
~ John C. Maxwell ~

A 2-DAY TRANSFORMATIONAL WORKSHOP

Join international participants
at the following partner hotels:



Hilton

Kuala Lumpur
20 & 21 September 2007
Hilton Hotel, Petaling Jaya



TRADERS HOTEL
PENANG
By Shangri-la

Penang
24 & 25 September 2007
Traders Hotel, Pulau Pinang



**REMBRANDT
HOTEL**
BANGKOK

Bangkok
27 & 28 September 2007
Rembrandt Hotel, Bangkok



Ho Chi Minh City
01 & 02 October 2007
Equatorial Hotel

• ITD Group is the exclusive partner for Maximum Impact- John Maxwell programs
in Malaysia, Thailand, Vietnam and Singapore.

FREE
360° Leader™
Leadership
Assessment and
Action Report

Event Partners:





The 360° Leader

Developing Your Influence from Anywhere in the Organization

A Personal Message from John C. Maxwell



Developing yourself and those around you is essential to make a great and lasting impact. The leader sees the big picture, but he or she needs other leaders to help make their mental picture a reality.

In this program, we are going to embark on a journey of personal growth. You will be challenged to take the many small steps that lead to success each and every day of your life. You'll learn principles that have been tested and proven again and again.

The time you spend with this material will prove to be a worthy investment. Your organization will benefit as you put these ideas into practice.

I have devoted my life to equipping people, and it is my hope that you take the 360° Leader™ training to heart by growing and developing others around you.

A Personal Message from Jerry Aull



In your quest to continually grow in leadership, have you ever encountered the question from associates, or even yourself: How do I apply leadership principles if I'm not the boss?

It's a valid question that we analyze closely in The 360° Leader™ Workshop. You don't have to be the main leader, we assert, to make a significant impact in your organization. In truth, this workshop shows how the greatest Leaders are those who grow Leadership all around them.

Good leaders are not only capable of leading their followers but are also adept at leading their superiors and their peers. Debunking myths and shedding light on the challenges, this workshop offers specific principles for

Leading Down, Leading Up, and Leading Across. 360° Leaders can lead effectively, regardless of their position in an organization. By applying these principles, you will expand your influence and ultimately be a more valuable team member!

I look forward to meeting you at this transformational event! Videos, role plays and activities will keep you involved at every turn!

Come join us with your leadership team for a highly interactive 2-day workshop that studies the most contemporary trends in Information Age Leadership and demands behavioral change in action items or 'take aways' to make this workshop a 360° 'difference maker!'

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



ITD Group is indeed gratified to work in strategic partnership with Maximum Impact to deliver a wide range of John C. Maxwell's solutions in Malaysia, Thailand, Vietnam and Singapore. The most frequent requests we get from clients globally is for truly world class leadership programs. We did our research the world over and decided that ITD Group would work with only the very best.

Here are 6 main important points you need to know:

1. 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.
2. Go to Amazon.com, the world's largest book seller, search with the key word leadership and you will find that no author and guru can match Maxwell in terms of the number of top ranked books.

3. The 360° Leader™ program and materials are among the most powerful contemporary leadership solutions ever created by Maxwell in collaboration with Jerry Aull.

4. The program is masterfully delivered by Jerry Aull – the world's leading trainer and course developer of Maxwell programs and executive director of corporate training.

5. This program includes a copyrighted participant guide, a free 360° Leader™ assessment and action report tailored to meet your specific needs as a leader.

6. For continuous leadership development, a suit of leadership solutions ranging from workshops, train the trainer certification, DVD and audio courses, online 360 assessments, coaching and consulting services are made available.

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



Who Should Attend

Leaders in the middle and upper levels of the organization including upcoming senior executives who wish to become great leaders from wherever they are in the organization and those who wish to develop other leaders to effectively lead up (with superiors), lead down (with subordinates) and lead across (with co-workers).



Introduction

Influence does not confine itself to positions of privilege. Leadership transcends titles.

After decades of research, experience, and observation, leadership expert John C. Maxwell confidently claims that leadership defies narrowly defined roles and refuses to be trapped in job descriptions. The true measure of a leader is not found in a pay scale, title, or office size, but rather in the amount and quality of influence the leader exerts within the organization. In fact, as Maxwell asserts, 99% of all leadership within a company comes from the middle — not the top.

Traditionally, leadership has been pictured like a river, flowing one way down from the lofty heights of the executive level to the rest of the organization. However, leadership acts more like a stone tossed in the water, creating a ripple effect which spreads across the entire 360° spectrum of the organization.

Based upon the newest release from bestselling leadership author John C. Maxwell, The 360° Leader™ Workshop allows you to master the intricacies of exerting influence upward through your superiors, maximize your impact upon fellow managers, and get the best from the team you supervise.

Course Distinctives

- Unearth time-proven principles to enable you to gain influence with superiors, earn respect from colleagues, and inspire excellence from followers.
- Become a valued problem-solver by learning how to communicate to leadership what they need to hear, not what they want to hear.
- Discover how to anticipate the needs of upper level leadership and craft solutions to meet them.
- Gain the reputation of a go-to player by assuming responsibility for tough assignments.
- Sharpen your analysis of current business models to reduce workloads through greater efficiency and simpler processes.
- Win the admiration of co-workers by identifying ways to add value to them and contribute to their projects.
- Master productive thinking: ideas are the lifeblood of the organization.
- Learn to invest heavily in those you lead—leadership is primarily a people business.





The 360° Leader

Developing Your Influence from Anywhere in the Organization

Program Outline

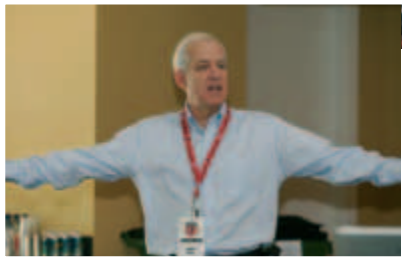
Day 1

8.30am	Registration
9.00am	Opening Ceremony
9.15am	Introduction <ul style="list-style-type: none">- The Myths of Leading from the Middle of an Organization- The Five Levels of Leadership & Developing the Leader within You
10.30am	Tea Break
10.45am	<ul style="list-style-type: none">- The Challenges Facing the 360° Leader- The Value of 360° Leaders
12.30pm	Lunch Break
1.30pm	Leading Yourself Leading Down (Followers)
3.30pm	Tea Break
3.45pm	Leading Across (Peers)
5.00pm	End of Day One



Day 2

9.00am	Leading Up (Superiors)
10.30am	Tea Break
10.45am	Leading Up (continued)
12.30pm	Lunch Break
1.30pm	Practical Application <ul style="list-style-type: none">- Creating an Environment that Unleashes 360° Leaders- 360° Leader Assessment, Action Planning & Continuous Learning
3.30pm	Tea Break
3.45pm	Practical Application (continued)
5.00pm	End of Workshop/ Closing/ Evaluation



John Maxwell and Jerry Aull
- Partners in developing
leaders globally



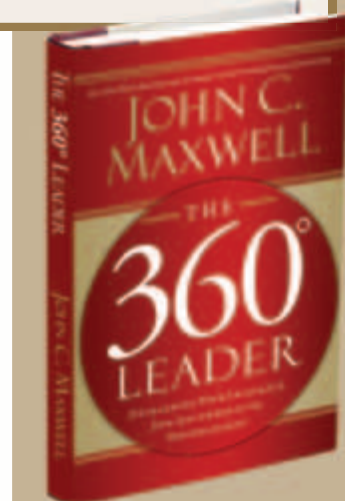
Seeing the Results

The 360° Leader™ curriculum is designed to make sure what you learn at the workshop is transferred into tangible and quantifiable behaviors. In other words, what you do differently after the workshop based upon what you learned at the workshop must be observable and measurable. As part of your training you will design tools to evaluate your progress leading up, leading across, and leading down.

Before		After
Suppression Fear of being undermined fosters a climate intolerant of fresh ideas.	to	Empowerment Faith in employees creates an atmosphere of creativity and growth.
Self-Serving A "me-first" attitude dominates behavior and sabotages team results.	to	Deserving A desire for team victory adds value to others and inspires unity.
Confinement A focus on boundaries generates frustration and a feeling of being trapped.	to	Creativity A focus on opportunities leads to inventive solutions and a sense of contribution.
Competition Striving to outdo co-workers hinders performance.	to	Completion Commitment to team goals enables successful completion of projects.
Excuses Finger pointing and passing blame alienate co-workers.	to	Responsibility Willingness to assume responsibility gains the confidence and trust of superiors.
Mandating A demanding demeanor belittles and estranges followers.	to	Modeling Diligence and hard work command the respect of followers.
Politics The motivation to get ahead and win at all costs causes manipulation and striving for promotion.	to	Productivity The motivation to get results and do the job well leads to an admirable work ethic and excellent performance.
Management Procedures and rules dominate decision-making and the team maintains.	to	Leadership People and relationships take priority and the team flourishes.

Nothing is more important than transferring what you learn in the classroom back to your work environment. That is why we purposely schedule time during the workshop for you to create your own Leadership Action Plan. Our facilitator will walk you through a process so that you capture the most critical steps you need to take to become a better leader. Result : A plan that is easily transferred into specific actions that you can implement your first day back on the job.

You have already read that we focus on Observable and Measurable Behaviors. This means we start with the end goal in mind. If you want to work on gaining a greater level of commitment from those you lead, we will help you write your Leadership Action Plan accordingly. If you need to improve how and when you empower others, then your action plan will specifically spell out how to observe and measure that behavior.





The 360° Leader

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More About Jerry Aull

Jerry Aull is the world's leading trainer and course developer of John C. Maxwell's programs and Executive Director of Corporate Training at Maximum Impact, the organization founded by John C. Maxwell. Jerry Aull works in close partnership with John C. Maxwell to develop leaders with cutting edge programs delivered globally.

Jerry comes with a diverse background in training, education, music, sports, sales and business that makes him a well-rounded and sought-after motivational trainer and presenter.

In the last 18 years, Jerry has delivered keynote speeches and breakout sessions, and conducted specially designed leadership programs and workshops for nearly all of the Fortune 500 Companies. For over 18 years he was the lead trainer and senior consultant for Franklyn Covey, delivering keynotes for conventions, Master Training Certifications, and Satellite Transmissions to thousands of learners.

Jerry has stood and shared the same speaking platform as Stephen Covey, Peter Drucker, Pat Riley, Denis Waitley, Rocky Bleier, Hyrum Smith, Kenneth Blanchard, Elizabeth Dole, Hugh Downs and Zig Ziglar.

Some of his clients include the New York Times, Microsoft, AOL, Bell South, Lucent, Scientific Atlanta, Georgia Pacific, P & G, Starbucks, Ernst & Young, Boston Consulting, Earthlink, Matrix Resources, SAP, Levi Strauss, Ritz Carlton, CNN, USS, New York Life, Travelers, State Farm, Northwestern Mutual, Eckerd Drugs, UPS, Coca-Cola, Southern Company, Ford, GM, Chrysler, Honda,



Lexus, GE, First Data, Eli Lilly, the FBI, the Marines, Navy, Army, USAF, and Coast Guard. In most cases, his keynotes and/or workshops were for every level of the organization, from CEO to people on the front lines.

Jerry received his bachelor's degree from St. Louis University, earning many awards and fellowships. He earned his master's degree while serving as a university fellow at the University of Notre Dame.

He and his wife, Cricket, have six children and spend a lot of time in family activities. Jerry continues his love of music, has professionally recorded 4 CD's and performs jazz and big band regularly. He has completed 34 marathons and still counting.

General Information

1. Closing date for registration is 18 September 2007.
2. The fees cover participation at the event, lunch, tea breaks, 360 leader online assessment 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 email ITD centers or go to www.itd.com.my/360leader/hotel
2. For optional tours you may contact our partner hotels directly for prior arrangement or upon arrival.



ITD- MEGA GURU PROGRAM

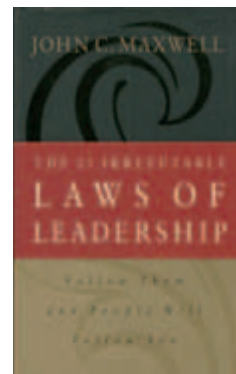
The 360° Leader™

Developing Your Influence from Anywhere in the Organization

Fees and General Information

(Please make copies of this page for registration as required) • 27 & 28 Sept, Bangkok

Event Fees	Thailand	International
Super Early Bird Fee - Registrations with Payment before 31st July 07:	B 23,000	USD 760
Early Bird fee – Registrations with Payment before 31st August 07:	B 26,000	USD 860
Normal Fee - After 31st August 07:	B 29,000	USD 960



Participation & Sponsorship Options:

Gold Package	B 64,000	USD 2,130
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The Benefits:

3 complimentary registrations for the event, name and logo of sponsor will be promoted on program information website and program materials (black and white).

Platinum Package	B 118,000	USD 3,930
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The Benefits:

6 complimentary registrations for the event, name and logo of sponsor promoted on program website, back drop (color) and program materials (black and white).
One exhibition table for promotion during the event.

Scholarship Package (50% of normal fee)	B 14,500	USD 480
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A 50% Scholarship is available to the first 10 deserving applicants. This applies only to full-time staff of non profit and students from educational institutions. Awarded on a first-come-first-served basis. Documentary evidence required.

Payment details	Payments may be made by telegraphic transfer, bank deposit, local cheque
Account name (Pay to)	: International ITD Limited
Account Number	: 119-2- 01671-3
SWIFT Code	: BKASTHBK
Name of Bank	: United Overseas Bank (Thai) Public Company Limited
Bank's Address	: Tops Chidlom Sub-Branch, 22 Central Chidlom, Ploenchit Road, Pathumwan, Bangkok 10330 Thailand

Please tick : ☐ Super Early Bird Fee ☐ Early Bird Fee ☐ Regular Fee ☐ Gold Package ☐ Platinum Package ☐ Scholarship Package

Title and name: Prof / Dr / Mr / Mrs / Ms

Phone no. _____ Fax no. _____ Email _____

Mobile no. _____ Position _____

Organization _____

Address _____

Date _____ Signature _____

Mode of registration: Tel +662 650 9324 to 8 Fax +662 650 9329 Email itdbkk@itd.com.my

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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Global Provision of Corporate Training
and Development
Institute of Training and Development's HQ
Penang, Malaysia

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 services and programs throughout the Asia Pacific Region. ITD Group's headquarters is based in Penang, Malaysia and it has centers spanning Malaysia, Thailand, Vietnam and Philippines.

ITD Group's six core activities include Business Education and Research; Corporate Training; Professional Competency Development; Business Coaching and Consulting; Mega Events and Conferences and Community Service and Networks. It offers programs ranging from short training to Certificate, Diploma, Bachelor, Masters and Doctoral courses.

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 and corporations and the community.

Over the years it has earned a sound reputation as a leading education, training HRD 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.

The Group's outstanding track record includes establishing itself as the most successful provider of Masters and Doctoral business education programs in the region.

ITD is an International HRD Award Winning Organization and 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.

ITD Group is a multinational corporation with a societal oriented philosophy. It is actively involved in social and charitable work. The institute's Love Thy Nation Campaign has allocated sizeable funds to support the needy sections of respective national societies.

ITD's leaders have served as leaders of ARTDO International and have been actively involved in social HRD work. Established in 1974, ARTDO International is a non-profit professional umbrella body that brings together leading national HRD bodies, companies and individuals active in HRD work from over 30 countries around the world.

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.

www.itd.com.my