

# ITD - MEGA GURU PROGRAM

## LEARN FROM THE BEST TO BE THE BEST

The most successful workshop from

# John C. Maxwell

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

# Developing The Leader Within You™

## Elevating Leadership to Greater Levels

### 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



## Jerry Aull

### LIVE!

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

### A 2-DAY

### TRANSFORMATIONAL WORKSHOP

Join international participants at the following  
partner venues:



#### Penang

13 & 14 March 2008  
Traders Hotel



#### Ho Chi Minh City

17 & 18 March 2008  
Equatorial Hotel



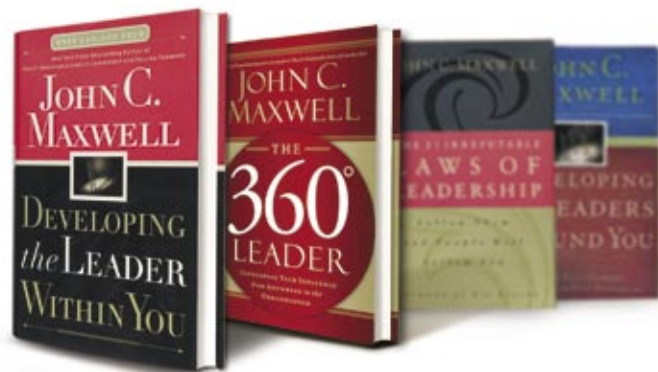
#### Bangkok

20 & 21 March 2008  
Windsor Suites Hotel



#### Kuala Lumpur

24 & 25 March 2008  
Sime Darby Convention Centre



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

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



**INSTITUTE OF TRAINING  
AND DEVELOPMENT**

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Lighting the Way as the Leading Multinational HRD Corporation

Event Partners



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# Developing The Leader Within You™

## Elevating Leadership to Greater Levels

### 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 Jerry Aull

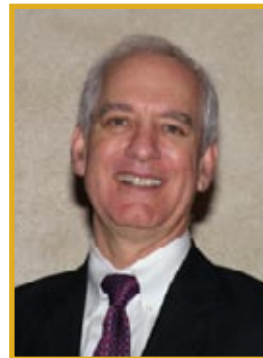
I am pleased to introduce to you another signature leadership program developed with John C. Maxwell - a world-renowned guru on leadership, brought to you by ITD Group to this part of the world.

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.



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### 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. With John C. Maxwell, we have identified two signature workshops – the first being **The 360° Leader** conducted in 2007. The other program is this most outstanding leadership program entitled **Developing the Leader Within You**.

**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 Jerry Aull – the world's leading trainer and course developer of Maxwell's programs and Executive Director of Corporate Training.

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?

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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 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.



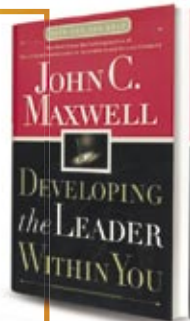
# Developing The Leader Within You™

## Elevating Leadership to Greater Levels

### 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.	THE LAW OF PRIORITIES
Module 7	(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



John Maxwell and Jerry Aull  
- Partners in developing leaders globally

## 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 improvement 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

to

#### Retention

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

to

#### 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.

to

#### Productivity

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

to

#### Perspective

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

to

#### Transparency

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

to

#### 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.

## 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 learned 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 home or at work, 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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## Elevating Leadership to Greater Levels

### 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.

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### General Information

1. Closing date for registration is 07 March 2008.
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 email ITD centers.
2. For optional tours you may contact our partner hotels directly for prior arrangement or upon arrival.



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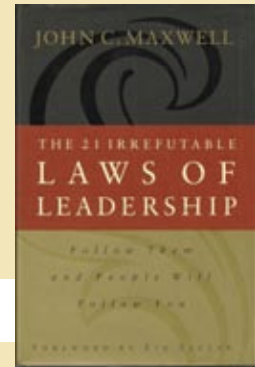
**Event Fees and General Information**

(Please make copies of this page for registration as required)

Venues and Dates - Please select your option

17 & 18 March 2008, Ho Chi Minh City

Event Fees	Vietnam	International
Super Early Bird Fee - Registrations with Payment before 31st January '08	<b>D 8,000,000</b>	<b>USD 500.00</b>
Early Bird Fee - Registrations with Payment before 29th February '08:	<b>D 8,800,000</b>	<b>USD 550.00</b>
Normal Fee - After 1st March '08	<b>D 9,600,000</b>	<b>USD 600.00</b>



Participation & Sponsorship Options:

<b>Gold Package</b>	<b>D 22,800,000</b>	<b>USD 1,425.00</b>
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Gold Benefits:

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

<b>Platinum Package</b>	<b>D 43,200,00</b>	<b>USD 2,700.00</b>
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Platinum 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.

<b>Scholarship Package (50% of normal fee)</b>	<b>D 4,800,000</b>	<b>USD 300.00</b>
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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 or education institutions. Awarded on a first-come-first-served basis. Documentary evidence required.

**Payment details**      Payments may be made by telegraphic transfer, bank deposit or local cheque to the center Bank account

Account name (Pay to) : ITD Vietnam  
 Account Number : 030-70000-03131  
 SWIFT Code : VIDPVNV5  
 Name of Bank : VID Public Bank Branch  
 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    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:    Email: itdhcmc@itd.com.my    Fax: +84-8 932 0681    Tel: +84-8 932 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

## ITD INTERNATIONAL NETWORK:

### MALAYSIA

#### ITD Penang (HQ)

##### Heritage Campus

No. 4, Weld Quay, 10300 Penang

Tel : +604-262 6720

Fax: +604-263 2905

Email: itdpg@itd.com.my

### ITD KL

#### Resort Centre

Level 3, Block D, Plaza Mont' Kiara

2, Jalan Kiara, Mont' Kiara

50480 Kuala Lumpur

Tel : +603-6203 3880

Fax: +603-6203 3830

Email: itdki@itd.com.my

### ITD JB

#### Straits Vista Centre

P-03 Level Penthouse, Menara TJB

9, Jalan Syed Mohd. Mufti

80000 Johor Bahru

Tel : +607-222 5811

Fax: +607-222 5911

Email: itdjb@itd.com.my

### THAILAND

#### International ITD Ltd.

##### City Centre

Mahatun Plaza Building

888/199 Ploenchit Road,

Pathumwan, Bangkok 10330, Thailand

Tel : +662-650 9324 to 8

Fax: +662-650 9329

Email: itdbkk@itd.com.my

### VIETNAM

#### ITD Vietnam

##### City Centre

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Email: itdhcmc@itd.com.my

### PHILIPPINES

#### ITD Consulting Group, INC.

##### City Center

11/F Unit 1108, 88 Corporate Center,

141 Valero Street, Salcedo Village,

1227 Makati City, Manila, Philippines

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Email: itdmanila@itd.com.my

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.



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

[www.itd.com.my](http://www.itd.com.my)