

Make a lasting Impact with proven strategies and methodologies.

An exclusive and rewarding business opportunity for those who *desire to start right and sustain a successful enterprise* in partnership with Arthur F. Carmazzi and his acclaimed Transformational Training Technologies. This is your chance to join us as a Directive Communication Training Partner.

The Directive Communication International (Asia), Pte Ltd (DCI) offers you comprehensive business strategies & professional expertise to venture confidently into both local and regional markets in the people training business.

In this ever-growing people development business, well-supported partners and associates are now poised to offer unique Directive Communication evidence-based and experientially relevant training programmes: the new found learning technology behind human transformation!

Discover how you can tap into this ever-growing market using the Directive Communication methodology with our proven system, processes and support.



Cultivate Powerful Leadership and Influence Productivity!



DIRECTIVE
COMMUNICATION



Build wealth by creating enduring and consistent value



DC Programs are Interactive and FUN!

Comprehensive Professional Training that includes knowledge and skills in programme delivery, business, academics and even material content in psychology and related fields

Training/Site-Visits for Business Implementation customization, and Quality Control support and management

Business Manuals for effective management of resources and market development & **Operations Manuals** that are regularly updated for operational efficiency and effectiveness

Support for customized applications of the Directive Communication methodology and applications for sustained customer satisfaction and market relevance

On-going Research and Development and support to enhance proficiency, accuracy and in both business & professional areas

Brand Development and Advertising Support by establishing our partners as industry leaders and increasing their visibility through news releases, interviews, articles, and promotions

Referral of Qualified Leads to add to your bottom line

Profits from sale of materials/tool kits required for programme

Revenues from special events for select Arthur F. Carmazzi programmes

[DCTP]

You will receive a full business format franchise in people development and organizational performance programmes, the DCTP is strategically poised for maximum business benefits.

DIRECTIVE COMMUNICATION TRAINING PARTNER

DCI partners and associates have distinct competitive advantages through esteemed academic organizations behind them

AIOBP Accreditation

Accredited by:



Attesting to the credibility and quality of DC based programmes and tested methodology and strategies, stands one of the most respected international academic associations in the area of human productivity and behavior. The elite **American Institute of Business Psychology.**

DC Trainers that graduate from the Certification course will also receive accreditation from the AIOBP, giving them a competitive market advantage.

DCI is constantly searching for high value partners and prominent academic institutions from local and regional markets to enhance the marketability and benefit of its programs and trainers.

DCI maximises the partners marketing efforts through high profile Branding and Publicity.



Interview session with **Arthur F. Carmazzi** on China's Most Popular Talk Show "Dialogue"



DIRECTIVE™
COMMUNICATION

Benefits

Full Support by the Directive Communication International (Asia) Pte Ltd, its partners and associates, and its international alliances

Evidenced-based Programmes supported by peer-reviewed research proven in numerous performance environment applications

Institute of Business Psychology

Cultural adaptations and Continuing Research and development by Arthur F. Carmazzi & international panel of professionals for market relevance and continuous cutting edge advantage

Initial and On-going **Professional Training** by high-powered professionals including material contents in a variety of field specialties

A **Unique Corporate Identity Package** that includes trademarked elements for high-powered branding that is supported Internationally

Lower than Market-Average Start-up and running costs to ensure positive net profit in the first year

Aggressive Business Growth Strategies that ensure high achievements and sustained growth

Awards & Profit Sharing privileges to grow with CDC and to harness critical success factors



Publicity helps DCTP to market DC Programs more easily

Direct assistance to develop **visibility** in the marketplace as a quality training organization

To be **recognized** as an organization that has expertise in organizational applications of Directive Communication for greater profitability and performance.

Establish media and public appearances for Training Partner

Create the appropriate PR to highlight specializations in the different applications of Direct Communication

Use the DC database to introduce the training partner and **promote** events the training partner undertakes

Assist training partner to write various "expert" articles and have those articles published

Work with the training partners personal image to **establish** a high level of individual branding

Provide full marketing support to new DC trainers certified through training partners certification programs in order to assist them in breaking into the market place.

Assist new trainers with their personal branding that will further improve overall awareness of DC programs

MARKETING SUPPORT

DC Kits



A brief description of business know-how transfer in the first year of a DCTP relationship:

Progress Calendar

Month 1 - 2:

Biz Manual walk-through to initiate start-up; initial start-up guidance and facilitation; Programme appreciation; Visit Bali HQ and meet the Team; Master Franchise Brand development and Brand Presence in your country
Reading up on programme materials

Month 3 - 4:

Hand-in-hand market penetration activities including qualifying leads, marketing projections, use of marketing communications etc; Hand-holding in initial business presentations; Detailed Manual familiarization

Month 5 - 8:

Specific skills development training to enhance proficiency in business and programme management; reviews in marketing activities; reviews in accounts; International exposure to Local Franchisees

Month 9 - 12

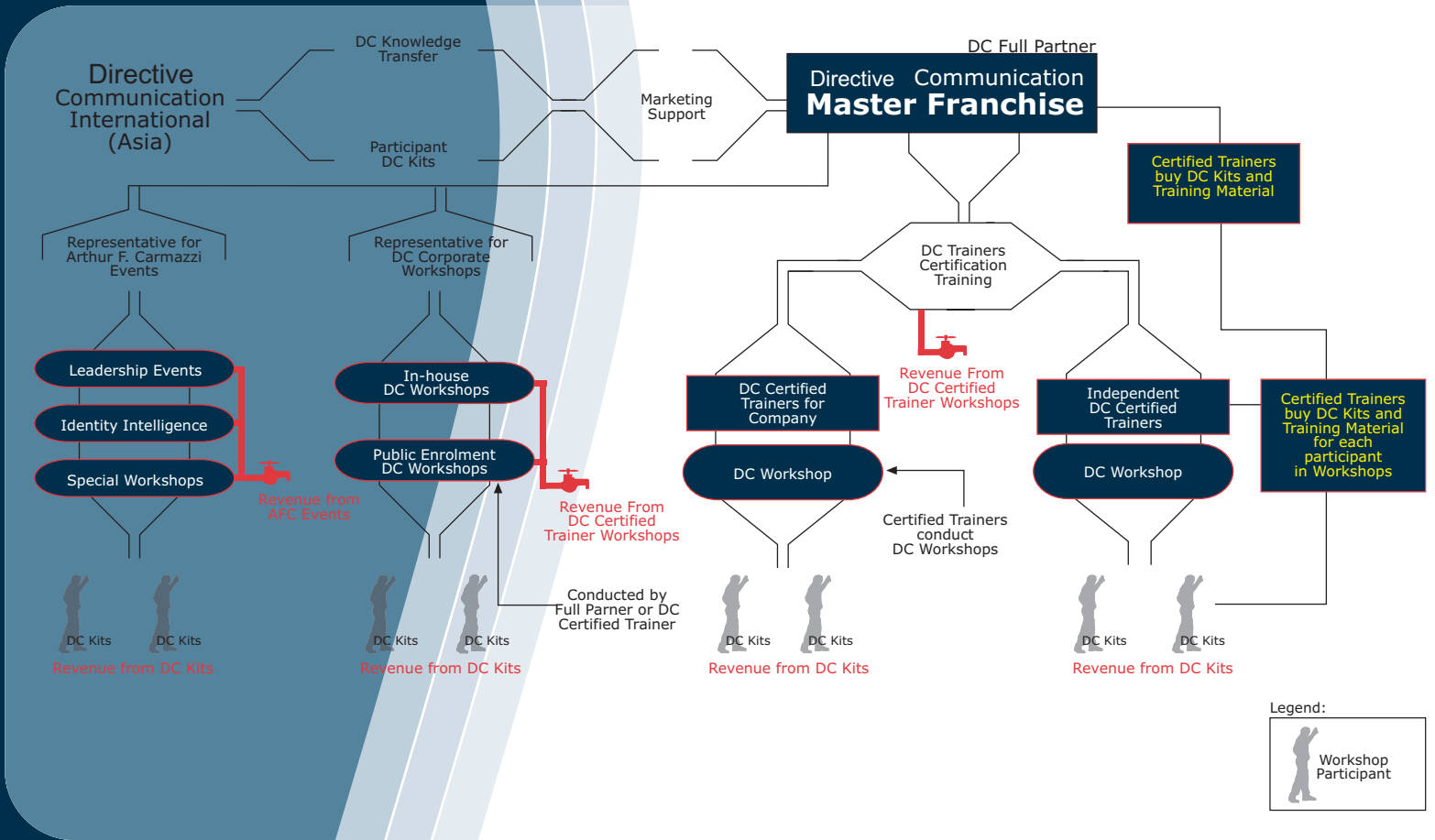
Specific skills development training to enhance personal proficiency in other aspects of business and programme management; overall assessment of Franchise business; market and programme research and development

The system gets results...

Results get reputation and profit!



REVENUE MODEL



Measurable results set the foundation for return business and established credibility

Gains

- Transformation of mindset
- Increased leadership potential
- Superior Communication at the deepest level
- Personal fulfillment through organizational productivity
- Proven tools to cultivate a highly productive environment
- Greater confidence, fortitude and personal understanding
- Alignment of personal values with Organizational values
- Greater effectiveness in departments and teams
- Proven Methodology for change
- Improved relationships
- Ability to bring out the best in others through better awareness
- Systematic implementation for Measurable Results

Critical Success Factor: EVIDENCE-BASED PROGRAMS

The Directive Communication Methodology has established international renown with standard following programs:

- Leaders for Organizational Revolution
- Transformational Leadership
- Leadership Intelligence
- Competitive Edge
- Ultimate Influence Selling
- Hypnotic Customer Service
- Building a Brand Culture
- Building Resourceful Teams
- Team Talk
- Revolutions in service culture
- Identity Intelligence
- Maximizing returns on human capital

Creating Greater Impact With Directive Communication Methodology

- Increased Effectiveness of current organization's training programs
- Greater retention of information
- Internalization of training for action
- DC trainers develop superior coaching skills



The Directive Communication Mission

We are an organization who will make the difference in people's lives through their workplace and help them to reach higher levels of fulfillment and achievement. Through our technology touch people that have not been exposed to the power of their potential and would otherwise never seek to reach higher levels of awareness. We are an organization that seeks wisdom and knowledge, we take risks and live each day as a new adventurer, we conquer our fears and live our dreams, we are Ambassadors of Fulfillment.



CLIENTS WORDS:

Arthur's Directive Communication programs have helped leadership at SingTel excel in creating a supportive and effective work environment. The results show up in the greater interest that the different departments have taken in each other and in generating increased synergy and better communication across departments. This has positively affected the over all efforts towards our objectives. We have used Arthur a number of times because "Directive Communication" methodology and tools have been found to work for us!

Eugene Tan
Senior Training Manager
Singapore Telecom

I was impressed about the research you did about our company. You have successfully nailed quite a lot of issues on the head and have made many in the audience suddenly aware of possible causes of their communication or relationship problems. Most importantly, you did it in a light, amusing way that took tension away from a potentially embarrassing or tense situation. We all enjoyed it even as we realized our faults!

Shim Yok Lam
Regional Director
Eppendorf (Asia Pacific) SA

The Directive Communication seminar I attended where I gained insight on colored glasses was most enlightening. When I shared this with my team of telesales professionals it made a significant impact. We applied it to our script, tone of voice, and amount of information base on initial assessment of what type of colored glasses our customers are "wearing". We find that it has helped us to match our delivery with the various types of customers. This has enabled to better serve our customers and meeting their needs.

Henry Lee
Manager, Corporate Accounts
Microsoft Corporation

The Directive Communication program was very much in line with conquering challenges in our day-to-day operation and your timing was excellent. People could really relate to your stories and exercises for cultivating a greater service attitude, and you did a great job "taking them there". Most of my people including myself had fun and got real value. The brain color exercise was excellent for really understanding our communication and how to really improve it.

Charles de Foucault
General Manager
The Ritz-Carlton, Seoul

"The workshop was very insightful. Directive Communications revealed the interesting psychology behind better communication that one can apply in daily communication, be it for work or communicating with friends and family. It helps one to better understand self and others, influencing, motivating and aligning teams and organization. Definitely a worthwhile course to attend for those who want to lead and transform better organizational alignment.

Kevin Ch'ng
Asia Pacific Marketing Manager
Conoco International Inc.

Arthur's Directive Communications Program has far exceeded the expectations we had for this exercise. His process for developing a vision and mission seemed unorthodox but delivered more than projected. The exercise determined a clear strategic direction and unified key stakeholders to make a notable difference in the projects success. We will be using Arthur again in future projects and recommend him with high regard.

Joseph Lo
Senior Project Advisor
UNDP (United Nations Development Program)

"Arthur is very inspiring. By enabling greater understanding of his Directive Communication concepts, he transforms the way we look at business, marketing and relationship. He definitely outshines other speakers with his confidence and amazing participation. He is a man that really walks his talk".

Katherine, Cheung
Vice President, Marketing
Merrill Lynch, Hong Kong

Arthur's Leadership retreat really gave clarity to our Nestle leaders for the implementation of our GLOBE initiative. He worked with our senior management team to establish foundations for a substantial change in our organization and really made a difference.

Tengku Marina Badlishah
Group Corporate Affairs Manager
Nestlé (Malaysia) Berhad

Arthur Carmazzi's Directive Communication is one of the best transformational courses I have attended. It has many practical applications and interactive exercises that scientifically illustrate how we can improve results and performance. Using this makes a big difference to motivate yourself and continually influence the behavior of the organization. I would recommend this to anyone wanting to make a difference.

Lance Tay
Deputy CEO
John Hancock Life Assurance



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