

Directive Communication International (Asia)

Presents

Environmental (Culture Based) Leadership

The New Leadership that inspires Change and Passion from Within



*A Workshop to Cultivate
a Greater more
motivated group while
nurturing Self Leadership
across all levels*



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1. Proposed Workshop

1.1 Issues at hand

1. The Leadership wishes to develop the leadership skills to cultivate a greater working environment at all levels of the Organization
2. The Leadership wishes to improve passion and moral through new Leadership methodologies that assist in creating a Leadership Enriched Environment
3. The Leadership wishes to develop employees to become greater leaders in the process of leading them to more personal effectiveness and interest in their jobs.

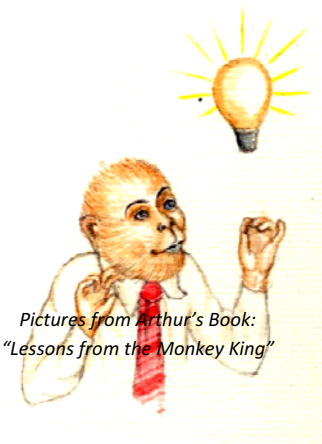
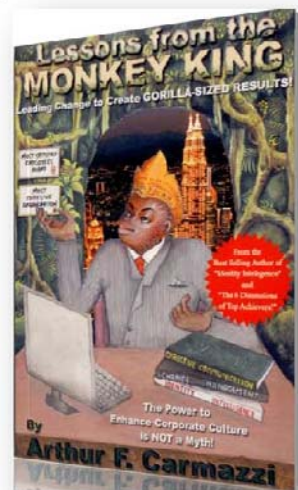
1.2 Introduction

Based on the Arthur’s renowned Directive Communication methodology, associated case studies, and his Change Leadership book, “*Lessons from the Monkey King*”, this **Interactive Workshop** provides new platforms for getting clarity to nurture a work environment that can inspire individuals in the changing face of society and youth with mixed cultures, mass communication and social networks, where expectations of work and leaders have changed significantly... are your current leadership skills enough to still be effective?

Change is constant, progress requires a new form of leadership to keep up. A psychological form of leadership called “Environmental Leadership”. Each individual has various environments that bring out different facets from their own competencies and passion, and each facet is driven by emotionally charged perceptions within each environment and its leaders. The Environmental Leader creates a platform through awareness of the psychology of why people “react” to their environment instead of act

intelligently. Leaders who attend this course will affect subordinates to create chain reaction transformation in their departments and organisations.

Environmental Leadership is not about changing the mindset of the group or individual, but in the cultivation of an environment that brings out the best and inspires the individuals in that group to do what is required while developing Self leadership at all ranks.

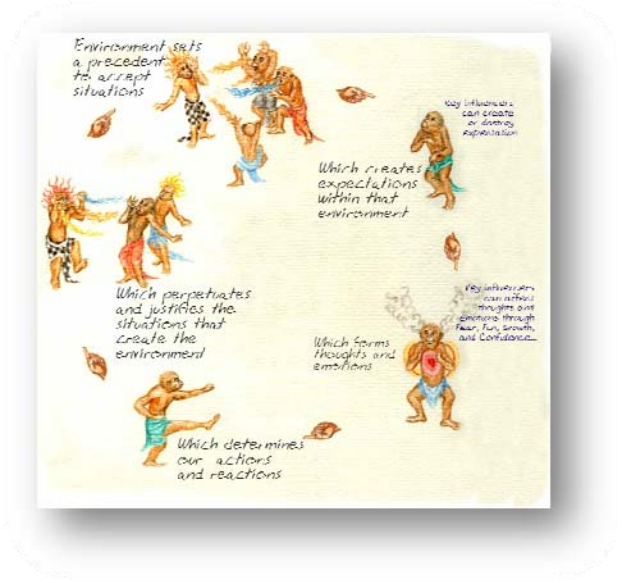


1.3 Program Objectives

Leadership for Chain Reaction Change

Clarity comes from experience and action, not thought. The program objectives are met through an Experiential Process applying an intersection of the psychology of self and group dynamics.

Using a hands-on, action style of training, cutting edge methodology and DC training tools, participants will get real clarity of who they need to become as leaders, the structures they need to nurture, and the working environment they need to create to bring out the best in others and themselves.



A successful participant will be able to:

- Develop Leadership at all levels of your organization
- Affect the perceptions of others to be in line with your mission
- Increase emotional attachment to being part of what the organization represents as a greater purpose to each employee
- Influence others to accept more responsibility within the organization
- Increase communication and productivity in those around you
- Bring out Leadership qualities in subordinates and peers
- Raise the standards of those around you
- Increase drive and affect competence
- Do more with less
- Overcome resistance to change and induce empowerment
- Cultivate an environment to inspire and support a Leadership Enriched Culture
- Better understanding of how to create positive change in the environment by making small changes in their behavior that will show immediate results in fulfillment at work.

The specific areas to be covered include:



Awareness:

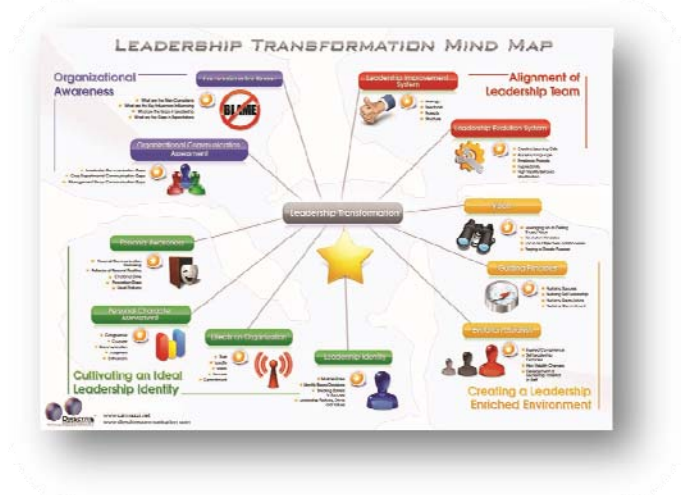
- Assess current organizational Environment
- Assess personal leadership affects on culture
- Evaluate each in a strategic planning process

Implementation:

1. 5 pillars of Transformation
2. Culture Evolution Strategies
3. Clarity of Purpose and Direction
4. Leadership Identity

Organizational Awareness - The need to become Aware of the Organizational issues affecting competency and leadership deal with the perceptions, communication and emotions of the people in your organization. The primary factors are:

- **Foundations for Blame** – The Blame structure is an essential part of understanding the depth of emotional dissatisfaction, low motivation, and gaps in competence potential and expectations.
- **Organizational Communication Assessment** – Identify the structures and fundamental understanding of the communication processes and how communication gaps affect competence and cooperation are essential to understand before working through a proper strategy for organizational competence.



Day 1 and 2

- **Introduction to the Directive Communication based Leadership**
 - Leadership models
 - The Environmental leader (the New Psychological Leadership Model)
 - 2 keys to of Environmental Leadership
 - Developing Organizational Culture focus
- **Foundations in blame**
 - Why you need to be right
 - How your brain gets in the way of your progress
 - Breaking through perception
 - Brain radar – how to control it
 - Finding encoded assumptions that are preventing you from being at your best
 - Understanding the “Reaction”
 - How you are affecting people around you NOW!
 - The effects of Blame on Corporate Culture
 - The No Blame campaign and how it will improve competence and communication
- **Organizational Communication Assessment**
 - Group communication dynamics
 - Leadership communication effects on the organization
 - The Colored Brain Communication model
 - Colored departments and miscommunication
 - Assessing Cross departmental interaction and effectiveness
 - Organizational Communication gaps
 - Leadership Communication Gaps
 - Gaps in expectations
 - Gaps in group cross hierarchy communication
 - Applying the information to action plans
 - Creating an organizational communication action mind map

- **Turning Reaction to Productive Action**
 - The psychology of effort
 - The lizard effect
 - Creating a no lizard environment
 - Applications to language
 - Finding and focusing on the common vision
- **You Think, You Speak!**
 - Understand the psychology behind you for communication effectiveness
 - Perspective taking; Colored glasses syndrome and why you see only differences
- **Rules of Engagement – automatic reactions to broken realities**
 - Assessing your own Encoded assumptions
 - Cultivating cross reality vision
 - Environment based reactions
 - Personal reactions
 - Organizational reaction
 - Reaction affect on organizational effectiveness and success
 - Leading intelligently – redirecting reactive behavior
- **Turning Reaction to Productive Action**
 - The psychology of effort
 - The lizard effect
 - Creating a no lizard environment
 - Applications to language
 - Finding and focusing on the common vision
- **The 4 Principles of Colored Brain Processor**
 - Discover your brain genetic style of processing information through Colored Brain Communication Inventory
 - Discover your strengths and weakness and the strategies for improvement
 - Learn to interpret the color brain processors of other people
 - Learn the ways to communicate influentially to get things done
- **Using the colored brain communication field manual**
 - Cross color communication
 - Seeing through multi colored glasses
 - Colored communication
 - Speaking the same language
 - Being open to different realities
- **Using the Colored Brain Communication Inventory (CBCI)**
 - Knowing your colored brain
 - Understanding the results
 - Identifying your communication flexibility
- **Emotional foundations of communication**
 - The speed of emotion
 - Fulfilling your 8 emotional drivers
 - Communication through emotion
 - The emotion of listening
- **Needs sucking in Communication**
 - Emotional gratification
 - When conflict arises from the source

- Overcoming obstacles to communication
- Fixing your communication mistakes
- **Directive questions**
 - The power of questions
 - Hypnotic language
 - Getting real answers
 - Questions to influence
 - The psychology of defense
 - Breaking through defense barriers
 - 3 steps of inspiration
- **The Power of Postures**
 - The Beggar
 - The Warrior
 - The Child
 - The Lover
 - The Emperor
 - The Angel
 - The Servant
- **Establishing strong relationships and community**
 - Communication is the key
 - Know yourself – combining all the pieces
 - Know your environment – more exercises in awareness for competence
 - The multi colored mountain

Cultivating an Ideal Leadership Identity – an understanding of yourself and your personal obstacles. Identifying the areas of character, skill, perception and communication that are deterring from your ability to be a greater leader

- Personal Awareness - Before we can move forward we must know what drives us, how we communicate and the difference between our own reality and the reality of others. Only then can we look outside of what we know to create what is unfathomable.
- Personal Character Assessment - What areas of your personal character are affecting your success as a leader? By understanding the multiple facets of your identity and the affects of environment, you will be able to inventory existing competencies and how to unveil them in others as well. This Section also includes a 360 feedback using the HDMA to assess the gaps between your perceptions of yourself and the perceptions others have of you at different levels of subordinates, peers and superiors.
- Affects on Organization - You are currently affecting the organization in one way or another. What are the effects of your leadership style in the creation of trust, loyalty, commitment, success...?
- Leadership Identity - Who are you at your best? What are the environmental factors that bring out the best of who you are? What roles do you play when you are at your best, what emotional gratifications do you get and who do you need to be to influence the environmental factors that bring out the best in you and others.

Day 3

- **Personify and understand the framework for transforming your organization**
 - Personal alignment with organizational objectives
 - Understanding your organizations vision and how it affects your leadership
 - Identifying your organizational objectives
 - Assessing your vision, mission and how it relates to your objectives and culture
 - Principles of nurturing objective focused organizational congruency
- **Foundation of your Environmental Leadership**
 - Elements of a leadership supportive environment
 - Identifying your personal Leadership gaps
 - Overcoming Reactive leadership
 - Personal character assessment
 - Identifying personal perception gaps
- **The vision centered Culture – fact or fiction?**
 - The Environmental Leadership development process
 - Leadership elements of Culture Creation
 - Identifying and overcoming personal obstacles to culture sculpting
- **The colored Brain insights to stimulate organizational alignment**
 - Nurturing Acceptance of multiple perceptions
 - Linking communication to purpose
 - Directing colors to greater synergy
 - Accessing greater Colored competence
 - Using colored brain for more effective leadership
- **Understanding organizational color dynamics and how to influence them**
 - The power of colored teams
 - Colored business game
 - Departmental colors
 - Creating colored communication systems
 - Accessing the power of the individual employee for more colored effectiveness
- **Directive Communication Foundations for developing a strong Leadership Identity**
 - Leadership role models
 - Characteristics of role models
 - Personal obstacles to great leadership
 - Searching your multiple environments for leadership qualities
- **Emotion Based Leadership**
 - Circle of leadership Influence
 - Pyramid of commitment
 - 3 Elements of elevating your people and culture
 - The 5 million dollar question
 - The 8 emotional drivers matrix
 - Human drivers challenge
 - Leading emotion
 - Nurturing inspiration across environments
- **Preventing the Leadership trap**
 - 3 laws of motivation
 - The easiest way to de-motivate an individual
 - Affects of need sucking on culture

- Stopping the need sucking epidemic
- World of work map
- Mapping your progress and obstacles
- **Using the Human Driver Mirrored Assessment (HDMA) for Leadership alignment**
 - Understanding “Perception Gaps”
 - Benefits of closing perception gaps
 - Identifying perception gaps between peers, subordinates and superiors
 - Closing gaps mind map
- **Creating Your Leadership Environment**
 - Your inspired environment
 - Your inspired identity
 - Your ideal leadership characteristics
 - Your ideal leadership values
 - Your ideal leadership objectives
 - Your ideal personal leadership alignment with the organization
 - Using the environment dolls
 - Drawing your ideal leadership identity
 - Your leadership guiding principles
 - Your dictionary definition
 - Hypnotic infusion of your ideal leadership identity
- **Four steps of Powerful Leadership Decisions using Directive Communication**
 - Making identity based leadership decisions
 - 5 factors of identity based decisions
 - The AWESOME power of identity based culture and objective focused decisions
 - Decision placement – using the world of work map
- **Leadership Coaching**
 - Fundamentals of coaching for leadership development and performance
 - Coaching with culture in mind
 - Directive questions
 - Using the CBC cards for maximum effect

Creating a Leadership Enriched Environment – with the right corporate culture, or at least Department culture, much of the frustrations and operational difficulties are effectively reduced. As a Leader, you will need to nurture an environment of trust and loyalty, and, more importantly, one that helps you to Maintain your Ideal Leadership Identity. Culture is the decision making foundation for all employees to deliver your promise to the customer and acting on your leadership Identity alone is not enough to keep your people motivated and continuing to build their competence focus. To achieve greater results, you must put a culture in place.

- Instilling Vision - The fact is that all employees actually share a common vision, the problem is that they do not realize it. By assisting them to find and focus on the common desire to create a better more cooperative and more respectful working environment as part of overall strategic competency, they are primed to succeed. Using your Ideal leadership Identity and what you have learned about yourself will assist in getting them to believe “It Can Happen” and the by-product is a loyal, more passionate and effective groups of people who are inspired by your leadership

- Building Guiding Principles – Learn the process to get employees to create their own rules for achieving a cohesive greater objective while becoming far more passionate about being the best they can be in a working environment that supports their success. Guiding principles help all employees to make effective decisions on their own and in accordance with the culture you are creating... in other words, you don't need to be their all the time to make sure things are handled the in congruence with what the company represents.



- Culture Evolution Catalysts - Once we have an awareness of ourselves and the organization, its communication and its leadership flaws, and we know and act on our Leadership Identity, we can create the foundations to build leaders throughout the organization. These leaders become the revolutionaries that affect others to become more successful in their work and improve competence throughout the organization.

Day 4

- **Reviewing the five types of Organizational Cultures**
 - Identifying your corporate culture's characteristics
 - The Corporate Culture Evolution Evaluation (CCEE)
 - Channeling your leadership identity characteristics to will improve it
- **Principles of culture evolution**
 - Beginning your environmental leadership journey
 - The evolution culture process applied by an environmental leader
 - Identifying your culture segments
 - The culture evolution mind map
 - Reviewing brand, profit and identity as it relates to leading culture
- **Aligning Attitude and Vision through Directive Communication**
 - Defining vision from personal perspectives
 - Directing attitude through group dynamics
 - The DC psychology alignment process
 - Strategic discovery
 - Identifying and wining Key influencers
 - Leadership involvement
 - How to start
- **The 5 pillars of maintaining a high performance vision centred organization**
 - Identifying greater purpose
 - Aligning with brand and organizational objectives
 - Getting key influencers enrolled
 - Installing the Methodology to achieve the greater purpose
 - The roles of key influencers
 - 6 X 12 strategy for creating a passionate work force
 - Using your DC psychology tools

- Using the common language
 - The roles of the key influencers
 - Reinforcing application of the methodology
 - Relating back to greater purpose
- Creating a unified identity
 - The roles of the key influencers
 - Making it solid
- Creating a supportive environment
 - The roles of the key influencers
 - Creating the support structure
- **Creating Guiding principles**
 - Leading key influencers to be better leaders
 - Aligning the brand, vision and greater purpose to organizational objectives
 - Setting the decision making foundation of culture
- **Culture evolution catalysts**
 - Building leaders within the unified identity
 - Fix 2 problems for massive employee alignment
 - Setting the success foundation for employees
 - Nurturing personal value for employees
- **Organizational alignment – Secrets from the US Special Forces**
 - Force multiplication
 - The Revolution strategy
 - The birth of personal higher standards and personal leadership
- **The corporate Drama – “A” Team based change**
 - Creating organizational objective focused cells
 - Roles of employees in objective focused, culture based decisions
 - Leadership role of nurturing team based organizational effectiveness
- **Lessons from the monkey king**
 - Inspiring every employee to be the best they can be
 - Becoming a leader who creates leaders, not followers

2. Why More Organizations Choose DC psychology based Training Programs

Directive Communication (DC) is a training and organizational development psychology developed by Arthur F Carmazzi that affects how people act and react in teams and how that affects individual performance. It is a foundational science for influencing team dynamics to cultivate high performance **cooperative team cultures** and bring out greater individual potential. The Directive Communication methodology incorporates the latest breakthroughs in **motivational and genetic psychology**, and applies them in improving personal peak performance through cultivating a superior team environment.

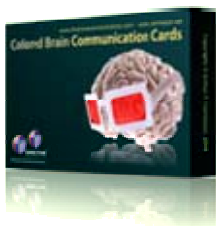
2.1 We Develop leaders and the personal responsibility that goes with leadership

Whether it's in our hands on workshops, or Outdoor Bali Retreats, Train the Trainer Training, OnLine Learning facilities, or ½ day modular programs, each have an integrated leadership component that build the character required to build confidence, moderate ego, and maximize what it takes to get results, set an example and inspire the team.

Participants gain much more than a workshop experience or achieve higher levels of excellence in their respective jobs, they gain the ability to find their greater selves and influence their future to become a celebrated example to others.

2.2 DC certified Trainers are already Renowned Experts in their field, and enhance results with DC Psychology Applications

Each of our experts is just that, an expert. You will never get a generic trainer or facilitator. Each program leader has the experience and the relative practical knowhow and ability implement it for immediately visible results. DC is a trusted resource for Government officials, Senior Management of multinational organizations, teachers, trainers and students from entire the Asian region. No DC certified expert has less than 5 years practical experience, and all are published authorities in their field.



Each of our experts is familiar with the use and application of award winning DC training and development tools such as the Colored Brain Communication Inventory, Colored Brain Communication cards, Choudhury Mind Maze and more.



2.3 Customized Training Focused on Your Needs

Each DC psychology based program incorporate environmental factors that not only affect the individual, but the entire group. When you provide us with your group objectives, DC certified trainers are inherently more capable of making sure your group objective are met. Our practitioners are trained to influence your team dynamics to want to become more of what you want them to become.

2.4 Experiential, Activity-Based Training

Award winning proprietary tools are one of the reasons Directive Communication workshops have been noted as **42% more effective** than traditional training. Each exercise is designed to not only add to a participant's experiential knowledge and applied realization, but also to build on, and reinforce the previous learning and exercises. Participants are immersed in the entire learning system through games and the psychological strategies to make sure the learning is embedded in consciousness and long term memory.



2.5 Practical Applications of Activities through Debrief and Reflection Sessions



Every time we make a realization, we have the opportunity to engrain a new relative perception. But when we are guided how to immediately apply that realization to improve one facet of our lives and the lives of those around us, something changes inside us, and it doesn't go back. DC games and excursions transform perception and nurture lasting change.

2.6 Our Programs Offer the region's Best Value for Money

DC programs have consistently outshone traditional training with our immediately visible and measurable results. And with our multiple platforms and e-follow up, DC has the means to sustain and grow those results long after the training is finished. We have been written up in news papers, magazines and TV throughout the Asian region and the UAE for the outstanding results in our process.

We do not offer training, we offer a new, empowering way of being.



3. Methodology

Directive Communication Psychology was specifically designed to affect the individual through group interaction, and affect the group through individual realizations of how they affect the group. Whether it be cooperation or competition, we are either reacting to the group, or influencing it. DC helps participants to take control. As individuals affect and are affected by each other in each of their personal or work environments, Directive Communication sets the emotional and decision making base for optimizing the way people interact with each other in a team or group. It enables individuals the ability to specifically and positively direct personal power, enthusiasm and action for themselves and the people around them. It exposes individuals to the mental, emotional, and physical triggers that will lead to improvement in their quality of life in and out of work.



In essence, people trained in Directive Communication can bring out the best in themselves and others in the various groups they exist in.



Directive Communication is recognised by the American Institute of Business Psychology

Directive Communication in the International News



4. Arthur F. Carmazzi

Founder of the Directive Communication™ Methodology

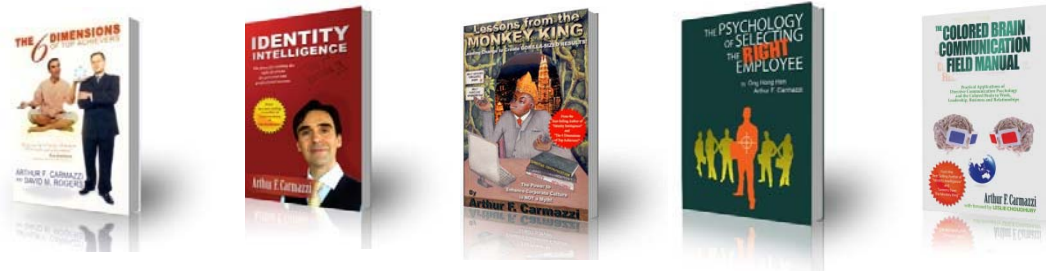


Ranked as one of the **Global Top 10 most influential Leadership Gurus** by Gurus International, Arthur F. Carmazzi has 21 years experience specializing in psychological approaches to leadership and corporate culture transformation. **He is a renowned motivational leadership keynote speaker and trainer in the Asian Region** and has advanced Corporate Training with innovative techniques and tools that have been acknowledged by some of the world's greatest organizations. He is a bestselling author with book titles: "The 6 Dimensions of Top Achievers", "The Colored Brain Communication Field Manual", "Identity Intelligence", "Lessons from the Monkey King" and "The Psychology of

Selecting the RIGHT Employee". Arthur's tools and methods have earned him and the Directive Communication methodology accreditation from the prestigious American Institute of Business Psychology

Arthur is the developer of the CBCI (Colored Brain Communication Inventory) and HDMA Emotional profiling tools used for "Psycho-Productivity" management. These tools have been implemented across a variety of HR and Leadership disciplines by numerous multinationals to generate greater efficiency of human capital. The unique "linked implementation" structure of Arthur's tools and methods have earned him and the Directive Communication methodology accreditation from the prestigious American Institute of Business Psychology.

Directive Communication™ (DC) is the revolutionary and highly effective psychology based workforce transformation methodology founded by Arthur F. Carmazzi. It has been applied in some of the world's leading organizations with exceptional results.



5. Arthur F. Carmazzi Testimonials

"Arthur 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)

"Captivating, Motivating and Inspiring! Make us realize the value of leadership not only within our immediate surroundings but well beyond. Prompts us to earnestly search for our real purpose in life and that alone can make a difference in our organization family and society. "

Shailen Sreekeessoon

Team Leader, Strategic Planning and Research

State Bank of Mauritius Ltd

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

"This unique workshop made me aware of the perception mistakes I was making. It helped me to realise that blaming leads nowhere and emotional gratification is key to people, and for this as a leader, I should not take all the benefit for myself. This seminar By Arthur Carmazzi will definitely be of great help along my career path and as a leader, I am a richer person

Nuvin Deerpalsingh

Marketing Director

KLM

"Arthur's Directive Communication programs have made a noticeable impact here at MTV. Our managers and staff have indicated measurable results in their productivity and their ability to minimize conflict. In our follow-up sessions, each as demonstrated a greater aptitude in bringing out the best of themselves and their colleagues. We will continue to implement Directive Communication courses and use the CBCI in our international curriculum and highly recommend Arthur F. Carmazzi and his technology to any organization wishing to make the most of their human capital."

Feline Chua

Director of Human Recourses

MTV Asia

As the International Senior Advisor for the China Association for NGO Cooperation I have been involved with leadership training and enrichment programs from some countries, but never before have I been exposed to such a powerful program as Arthur's. His ability to expand and even transform the attitudes of those involved in our projects was uncanny. His interactive Directive Communication based workshop got our people to truly understand one another and work more cohesively than ever before. I commend Mr. Arthur F. Carmazzi for his superior ability and his sincere compassion for those whose lives he touches with his work.

Dorit Lehrack

International Senior Advisor

CANGO (China Association for NGO cooperation)

What a wonderful experience that we have gone through, touching all approaches related to an exemplary leadership model. We are grateful to Mr. Arthur F. Carmazzi for his giving us a bright vision of a great future for our leadership, the betterment of others and the best way toward our own ultimate success in life."

Veeran Manikion

Senior Officer, E-Business,

State Bank of Mauritius Ltd

6. Timing

- *2 day Leadership Workshop*

40 minute On-Line follow-up session after one week

40 minute On-Line follow-up session after three weeks



Workshop Special

Arthur's Change Leadership Book:

"Lessons from the Monkey King"

Add for only \$10 extra per person

7. Costs and Value-Add

- *2 day Leadership Workshop*
- *Venue, Transportation and Accommodations and Meals*
- *Workshop Materials and Tools*

Total Fees: TBD



4 day Workshop Option

The 4 day workshop will add value in:

- *Providing a Clear actionable plan to implement what they learn*
- *Understanding and overcoming the obstacles that they may be presented with in their implementation*
- *More reinforcement on the development of their greater leadership Identity*

- *4 day Leadership Workshop*
- *Venue, Transportation and Accommodations and Meals*
- *Workshop Materials and Tools*

Some of DC Tools Included

Total Discounted Fees: TBD

8. Conclusion

We are grateful for having the opportunity to be considered as your course providers, and look forward to exceeding your expectations.

If you have further questions, we invite you to contact us

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