

# ITD MEGA GURU EVENT

Learn from the best to be the best



## Personal Excellence & Organizational Success

### The Success Principles™ in Action!

Getting you from where you are, to where you want to be.

### The best of Jack Canfield LIVE!


- The world's leading success coach and authority on peak performance
- With 110 books with over 100 million copies in print in 46 languages
- Holds the Guinness Book of World Records for the most books on New York Times best seller with 60 best sellers and 11 that went to #1

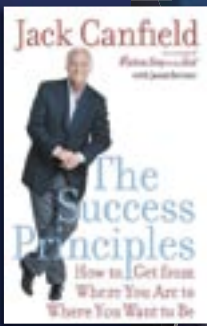
Join international participants in following partner hotels:

 **BANGKOK**  
25 Sept 2006  
Montien Riverside Hotel

 **HO CHI MINH CITY**  
27 Sept 2006  
Equatorial Hotel

 **KUALA LUMPUR**  
29 Sept 2006  
Sheraton Subang Hotel

 **MANILA**  
02 Oct 2006  
Crowne Plaza Galleria Hotel



Event Partners:



# ITD-MEGA GURU EVENT

Learn from the best to be the best

## Personal Excellence & Organizational Success

### The Success Principles in Action!



**Jack Canfield**

### A Personal Message from Jack Canfield

Welcome to the exciting world of personal excellence and organizational success.

The Canfield Training Group is pleased to work in strategic collaboration with ITD Group which is a highly impressive multinational HRD organization. The realization of its vision of “enabling organizational and HR development goals that enrich lives and create a better society” is highly admirable.

The purpose of both ITD and Canfield Group are strongly aligned and in essence we inspire and empower organizations and people to live their highest vision in the context of love and joy.

Success in work and life should come together, and during this event I will show you proven ways to gain mastery of competencies for personal excellence that directly impacts personal and organizational success. This encompasses the various important aspects of your work and life for a happy and fulfilling journey on this planet.

The mastery of The Success Principles is like knowing the number of a combination lock. Regardless of nationality, creed, color or gender, people who successfully learn to master these success competencies would be able to discover the code to open the lock that leads them to real success faster.

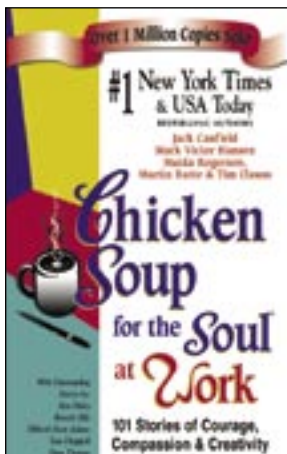
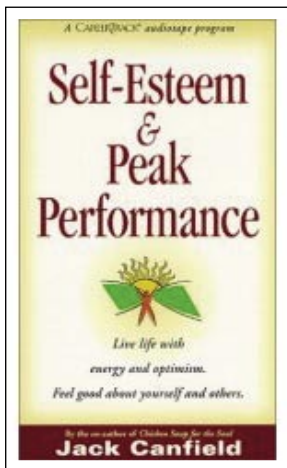
Attend this event, study the materials and The Success Principles, use the continuous learning tools provided and apply what you learn and you have my guarantee to achieve real success in work and life.

If you plan to have your staff or friends join you for this event, I assure you they will love you for this. You would be their champion and they would be champions for you.

If reading my bestselling material inspires you and sparks your passion for excellence, you would be amazed at how our face to face meeting would have even greater positive impact on you for a lifetime.

I'm looking forward to the pleasure of meeting you and working with you at this upcoming event.

**Jack Canfield**



#### THE BEST GIFT

##### **The Best Gift for Your Staff**

is to support them to achieve personal excellence.

##### **The Best Gift for Yourself**

is to learn to become the best you can be.

##### **The Best Gift for Your Loved Ones**

is to spread your success and the learning.

##### **The Best Gift**

is to learn from Jack Canfield to achieve “real success”.

## WHO SHOULD ATTEND

My personal invitation goes to Business and Government Leaders, Managers, Entrepreneurs, Executives, Educators, Trainers, Counselors, Coaches, Consultants, HR, Finance, Sales & Marketing Professionals and Adults who wish to achieve personal excellence and reach greater heights of success in your work and life.

## WHY SHOULD YOU ATTEND

As author of more than 110 books (60 are bestsellers) with more than 100 million copies in print in 46 languages, I created a 100 Million Dollar Business from scratch, and I can show you the way to make it.

Here are some of the best Gifts you will get from me:

1. Over my 30-year career, I have developed the specific methodology and results-oriented activities to help you produce breakthrough results. If I can inspire and empower millions of people around the world to change their lives for the better, there's no reason why I can't do that for you and your employees.
2. My Ten-Step Action Plan shows exactly how to plan for and create greater achievements. It's a blueprint for living a life of expanded results, greater impact, and superior on-the-job performance.
3. I will show you how to build the right competencies for personal excellence therefore you will have not only the motivation but also the method for real success.
4. Whether you or your organization needs to increase sales, boost income, increase output, expand creativity, enhance problem solving, find more balance or improve customer service – these disciplines, when put into practice, will create massive and permanent changes in your life and in the day-to-day operations of your organization.
5. As a leader if you know and can put in place the competencies for personal excellence, you could spread this widely across your organization to attract, select, motivate, develop, and retain the right talent for real success.
6. You will be passionately inspired by my solid examples, real experiences and 'Chicken Soup' inspirational stories to go full steam ahead at pursuing your dreams.
7. I will show you how to discover and focus on your CORE GENIUS – be better at what you do best and be a huge success in things you enjoy most.
8. Take control of your success, 100% responsibility, 100% fulfillment with proven methods which are as real as it gets; so you can achieve real goals in surprisingly really short time.
9. Become the happy, successful person you know are meant to be without burning out. Turn your work into something people will always remember and admire, to create a compelling strategy and achieve any financial outcome you desire.
10. Become a part of the community that discovers success and join people from all over the world in creating better ways to work and to live.

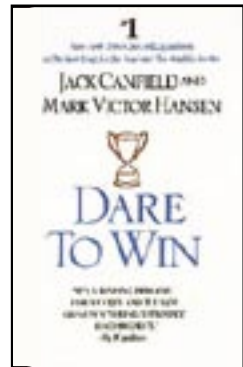
***Isn't it about time you got the best gift?***



# THE PROGRAM

Here is the outline of some of the most important things you would learn from me

- 08:00 Registration
- 08:45 Opening Address & Introduction
- Session 1
- *The three key differences that separate super high-achievers from everyday people*
  - *How to build and elicit 100% responsibility from yourself and your staff*
  - *How to create a compelling purpose and vision for yourself, your staff and your organization so you can attract greater abundance*
  - *How to surround yourself with positive and successful people*
  - *Use positive “self-talk” to help you achieve your dreams*
  - *Fuel Your Success with Passion and Inspiration for non-stop gains in every area of your personal and professional life*
- 10:30-11.00 Refreshments and networking break
- Session 2
- *Set powerful goals and objectives and unleash the amazing power of visualization to successfully meet any goal faster and easier*
  - *How to “Release the Brakes!” that are keeping you and your organization stuck and accelerate yourself out of your comfort zone*
  - *How to stay motivated and keep your staff motivated for personal excellence, peak performance and breakthrough results*
  - *How to transform your inner critic into your inner coach*
  - *Become an “inverse paranoid” and marvel as all the rich opportunities appear*
- 12:30-13.30 Networking Lunch
- Session 3
- *The four building blocks of high self esteem and maximum confidence*
  - *How to overcome the four major fears that stop people from taking action*
  - *How to successfully deal with any rejection*
  - *The 4 new success habits that can change your life the fastest*
  - *How to apply the power of positive focus*
  - *Practice uncommon appreciation and be a class act*
  - *The single most important discipline for building wealth*
  - *How to persevere in the face of any obstacles or road blocks*
- 15:00-15.30 Refreshments and networking break
- Session 4
- *The single success discipline that can put anyone in the top 1% of their field*
  - *Practice “The Rule of 5” and create powerful achievements*
  - *How to easily recognize, solicit and respond to feedback*
  - *How to identify and use your own unique abilities and focus on your core genius*
  - *Three major breakthroughs in the effective use of time*
  - *Develop and use a Personal Mastermind Alliance to accelerate success*
  - *Acknowledge, affirm and celebrate your successes as you make each achievement*
  - *How to use “The Disciplines of Success”—actual daily success activities you can apply for better personal and organizational growth*
  - *Empower yourself by empowering others*
  - *10 step action planning system to move you to personal excellence and organizational success*
- 17:00 Q &A Session & Closing Address
- 17:30 Book Signing Ceremony



## MATERIALS, TOOLS, FOLLOW UP & CONTINUOUS LEARNING

This is practically the most comprehensive continuous learning intervention on personal excellence and “real” success. As added value to the event, a comprehensive array of materials and application tools will be given during the event plus free access to updated internet based learning resources for ongoing application of learning.

**The following free tools and programs enable you to continue learning and apply what you learn in your work and life:**

- 1) **Victory Log...** for your three-ring binder or other victory log format. These letter-sized pages are inspiring, and designed to empower you with daily successes you create. When times are tough, remind yourself how successful you really are - with your own Victory Log pages.
- 2) **Planning Guide for the Year...** to help you plan your activities, to-do list, action items, success readings, Breakthrough Results time-management schedule, and more. This includes page after page of daily checklists, notes pages, goal-setting pages, reading lists, personal journal entries, inspirational and thought-provoking messages from Jack Canfield.



**3) Mastermind Strategy Guide...** designed specifically for mastermind groups, this free strategy guide helps your group with activities, ideas and thought-provoking messages that can help any group break through to a higher level of success!

**4) Success Coach- Instructors Manual**

If you want to share with others the powerful changes that come from applying what you learn, Get a free 6-lesson Instructor's Manual - complete with handouts and forms -- developed for you by Jack Canfield.

**5) Success Strategies Mentorship Program**

In this powerful, FREE online course – delivered to your e-mail address – you'll discover easy-to-use strategies that will help you decide what you want... and get it.

You'll be sent a complete welcome kit via email along with FREE course materials... plus you'll receive Jack Canfield's unique life planning tools. Determine what you want to accomplish this year, then let Jack guide you in meeting your goals through a unique and easy-to-apply action steps for getting where you want to be.

Report your progress, and you could be invited to meet personally with Jack at one of their renowned International Success Symposiums along with other top achievers from around the world!

**6) Annual Success Challenges**

Every year, Jack select individuals who demonstrate a significant increase in their personal or professional success. Perhaps you've overcome a substantial obstacle... discovered a new purpose. You could be a winner in The Success Challenge when you join the community of this world wide success movement

**Further investment on other follow up learning options are also available as follows:**

**1) The Canfield E-Coach Program:**

A web-based program derived from my latest best-selling book, The Success Principles. Using time-spaced multi-media learning modules, this program tightens and cements The Success Principles into your daily life, resulting in permanent behavioral change. The Program includes 20 web-based lessons, which are going to be delivered right to your desktop.

**2) Personal Coaching:**

This is a live Personal one to one Coaching program centered on The Success Principles to help you get where you want to be faster than you ever thought possible. Jack Canfield has personally selected and trained individuals that have made it their passion in life to help others become successful. And now you have the opportunity to work with one of his Coaches—ONE-ON-ONE!



**3) The Success Principles Audio Course:**

Your 30-Day Journey From Where You Are to Where You Want to Be. Step-by-step, over just 30 days' time, you'll discover proven success principles that have helped catapult the world's leading achievers to the pinnacle of their career... and to the top of their field. These are powerful new habits that bring astonishing opportunities and extraordinary results. Plus, The Success Principles brings you the day-by-day written exercises that help you incorporate these new attitudes and behaviors into your compelling new life. Includes 6 audio CDs plus an elaborate 96-page workbook.

With the above features this makes our program the most comprehensive continuous learning solution for personal excellence and real success in work and life.

## WHAT WORLD AUTHORITIES SAY ABOUT JACK CANFIELD

Canfield's principles are simple, but the results you'll achieve will be extraordinary.  
**- Anthony Robbins, author of *Awaken the Giant Within and Unlimited Power***

My good friend Jack Canfield is one of the most insightful speakers and teachers in the world today. After you have spent time with him, internalizing his ideas and insights, you will change in a positive way for the rest of your life.

**-Brian Tracy, one of America's leading authorities on the development of human potential and personal effectiveness.**

When Jack Canfield writes, I listen. This is Jack's finest piece of writing and will impact your life forever.

**-Pat Williams, senior vice president of the NBA's Orlando Magic**

In one book, The Success Principles gives you the basic strategies for success plus the advanced strategies that will help you become a success master. I have personally learned a lot from Jack Canfield and I trust you will too.

**-John Gray, Ph.D., author of *Men Are from Mars, Women Are from Venus***

Canfield and Switzer have put their methods to success in an illuminating and easy-to-read book. Jack's teaching is highly effective and this new book will be the gift to give this year.  
**-Ken Blanchard, coauthor of *The One Minute Manager***

If you could only read one book this year, you have it in your hands.

**-Harvey Mackay, author of the New York Times number one best seller *Swim with the Sharks without Being Eaten Alive***

This book is a brilliantly written, masterful distillation of the leading principles and processes available today for creating real success in your life.

**-Hale Dwoskin, author of the New York Times best seller *The Sedona Method: Your Key to Lasting Happiness, Success, Peace, and Emotional Well-being***

## WHAT CUSTOMERS SAY ABOUT JACK CANFIELD

Go to amazon.com, the earth's biggest selection of books. Select books, key in the word "success" and see Jack Canfield's top rated resource on success. Key in "Jack Canfield" and you will see all his fabulous work with over 100 million copies of books sold to date.

The reviewers at amazon.com have overwhelmingly rated The Success Principles as a 5 Star. See for yourself, here are some of the statements from those who have benefited from Jack Canfield's work. Full details available at amazon.com

:

**"As Good as it Gets"**

**"A Landmark Resource!"**

**"Incredible"**

**"Can't live without"**

**"Will move you to action"**

**"All you need to know to succeed"**

**"Success At Its Best"**

**"The best book on how to be successful ever"**

**"The best of the best"**

**"A complete step by step life changer!"**

**"Best Personal Development Book Ever"**

**"Top Notch; Well Worth The Read"**

**"The Wisdom of the Ages Distilled Into One Volume"**

**"Pure Genius"**

**"The best book I have read about personal development"**

**"Superb Book"**

**"Fabulous - A must buy book"**

**"Your comprehensive guide to ultimate success!"**

**"Jack Canfield is just impeccable"**

**"SIMPLY THE BEST"**



## MORE ABOUT JACK CANFIELD

Having more than 110 titles in print and 100 million books sold in 46 languages around the world, Jack Canfield has certainly become the world's leading authority on success.

His chicken soup for the soul has been called the "publishing phenomenon of the decade" by Time Magazine. He also broke the Guinness Book of World Records for the most books on New York Times best seller at any one time with 60 best seller and 11 that went to # 1.

A graduate of Harvard University, his products are not just limited to books and learning tools, but have expanded to include 39 different licensed merchandise. Jack Canfield has even started a television show and radio show based on his popular book series. He has also appeared in over 600 Radio Shows and 200 television programs including Oprah, 20/20, Inside Edition, The Today Show, Fox and Friends, CBS, NBC, CNN.

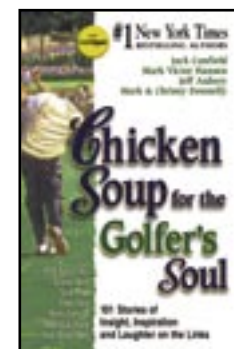
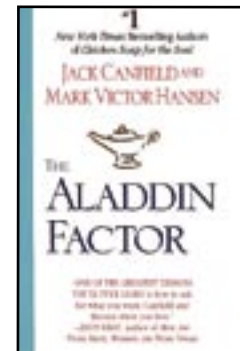
He is also the founder and Chairman of Canfield Training Group and Chicken Soup for the Soul Enterprise, in Santa Barbara, California, which trains entrepreneurs, educators, corporate leaders and employees how to accelerate the achievement of their personal and professional goals.

Jack Canfield is also the founder of The Foundation For Self Esteem, in Culver City, California, which provides self-esteem resources and trainings to social workers, welfare recipients and human resource professionals. Some of his clients include the leading companies in the world such as Sony Pictures, FedEx, GlaxoSmith-Kline, University of Michigan, Virgin Records, General Electrics, Siemens, Agilent Technologies and Accenture.

***This is your opportunity of a Lifetime to meet Jack Canfield !***

## GENERAL INFORMATION

- Closing date for registration is 15 September 2006
- The fees cover participation at the event, lunch, tea-breaks, materials and follow up learning tools
- Replacements and representatives are allowed, however the fees paid are not refundable
- In the event that any of the speaker/s have to cancel their attendance for reasons outside the control of the organizers, the organizers reserve the right to reschedule or make changes as they deem fit
- VAT, bank commission and other bank charges must be borne by participants



## INFORMATION FOR INTERNATIONAL PARTICIPANTS

- Special hotel room rates have been arranged. For hotel booking forms and rates please go to: [www.itd.com.my/canfield/hotel](http://www.itd.com.my/canfield/hotel)
- For optional tours you may contact our partner hotels directly for prior arrangement or upon arrival.

# INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation



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### MALAYSIA

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50480 Kuala Lumpur  
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Fax: +603-6203 3830  
Email: itdkl@itd.com.my

### ITD JB

#### Straits Vista Centre

P-03 Level Penthouse, Menara TJB  
9, Jalan Syed Mohd. Muffi  
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Fax: +607-222 5911  
Email: itdjb@itd.com.my

### THAILAND

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Email: itdhcmc@itd.com.my

### PHILIPPINES

#### ITD Consulting Group, INC.

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141 Valero Street, Salcedo Village,  
1227 Makati City, Manila, Philippines  
Tel : +632 887 7428  
Fax: +632 844 8874  
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)