

# ITD-MEGA GURU EVENT

LEARN FROM THE BEST TO BE THE BEST

World's #1 Leadership Guru & NY Times Best Selling Author of Over 50 Books

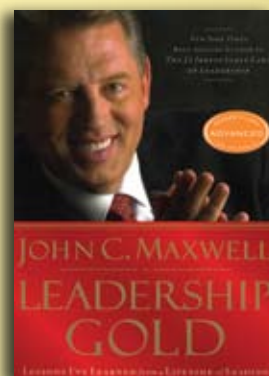
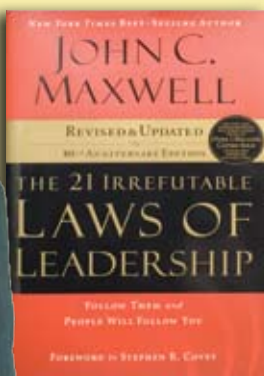
## JOHN C. MAXWELL LIVE IN PERSON!

### BUILDING THE LEADERSHIP TEAM FOR OUTSTANDING RESULTS

Join international participants to learn the latest and greatest from  
**John C. Maxwell:**

Kuala Lumpur  
Ho Chi Minh City  
Bangkok

13 June 2008 • Sheraton Subang Hotel  
16 June 2008 • Equatorial Hotel  
17 June 2008 • The Landmark Bangkok



**“A leadership team is much more effective than one leader. Everything rises and falls on leadership.”**

*- John C. Maxwell*

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



Lighting the Way as the Leading Multinational HRD Corporation

## A Personal Message from Dr. John C. Maxwell

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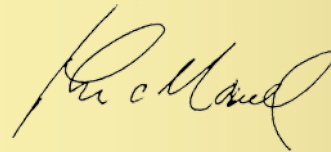
I have dedicated my entire life to the development of leaders. Having now passed the age of 60, the legacy I want to give you is the value I add to leaders who multiply the value to other leaders to enrich the lives of many people.

The single most important determinant of sustainable organizational success is Leadership. It is imperative that you establish a strong team of leaders if you want to create the multiplier effect for massive growth.

For Leaders, it's better to know the most important things than to know all things. Therefore, I have pulled together the most important work of my lifetime for you at this upcoming seminar.

Effective leadership has just so many high order requirements. But in a great leadership team each member brings their unique leadership strengths that create synergy for success rather than relying on one leader.

As we meet and work together at the upcoming ITD - Mega Guru Event, the one thing I want to do for you is to impact your whole leadership team and add value to you that last a lifetime.



**John C. Maxwell**

## Who Should Attend?

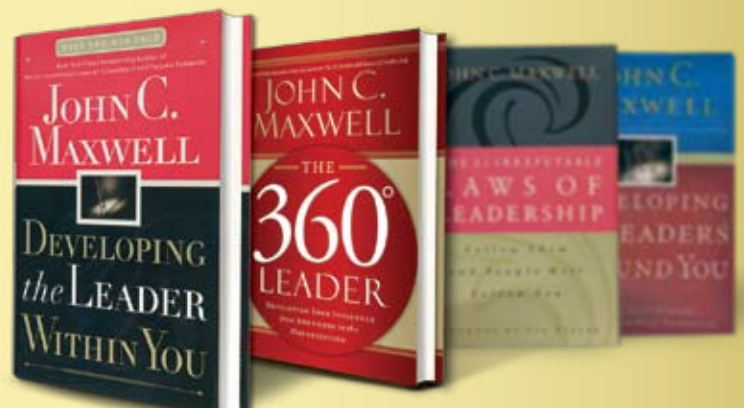
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This program is designed for the whole leadership team right from the top to leaders at all levels in the organizations. It supports everyone to consistently lead in the most effective way from wherever they are to deliver outstanding results.

## The Schedule:

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|          |   |
|----------|---|
| 8.00 am  | Registration Open                               |
| 9.00 am  | Introduction and Official Launching             |
| 9.15 am  | Morning Session (Tea Break 10.30 am - 10.45 am) |
| 12.30 pm | Networking Lunch                                |
| 1.30 pm  | Afternoon Session (Tea Break 3.30 pm - 3.45 pm) |
| 5.00 pm  | End of Session                                  |



## What Will You Learn?

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### **Session 1 - Developing Your Influence from Wherever You Are**

Powerful lessons on how to influence people at every level of the organization by leading down, up and across.

### **Session 2 - The Latest Practices on the 5 Levels of Leadership**

Develop the leader that is within you by assessing, understanding and taking the action to elevate your leadership to greater levels.

### **Session 3 - Achieving the Highest Level of Leadership Potential**

Contemporary application of the 5-step equipping model that enables effective leaders to multiply in the organization.

### **Session 4 - Realizing the Power of a Dream Team of Leaders**

Creating a climate that brings up potential leaders. Effective ways of identifying, nurturing, coaching and reproducing generations of leaders.

### **Session 5 - The Most Important Laws of Leadership**

Leading with integrity & value based leadership. Inspiring stories from great leaders around the world and those living the Laws of Leadership.

### **Session 6 - Leadership Gold - The Latest and the Greatest**

The most valuable lessons from a lifetime of leading and developing leadership teams.

### **Application Exercises**

During the various sessions, emerging and experienced leaders will be given the opportunity to plan and take on application exercises that sharpen their leadership competencies.

### **Mentoring Moments**

Experienced leaders will be guided to implement mentoring moments back in the workplace that challenge them to use what they learn and practice to reproduce and multiply the team of effective leaders.

### **Leadership Action Plan**

Establishment of a leadership action plan will be accomplished by the end of the program and submitted to an accountability partner to ensure implementation.

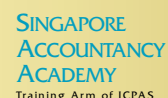
**“Your greatest potential isn’t in your leadership,  
it’s your ability to take people with leadership potential  
and help them become successful leaders”**

*- John C. Maxwell*

**“99% of all leadership occurs not from the top  
but from the middle of the organization”**

*- John C. Maxwell*

Event Partners:



## Continuous Leadership Development Option:

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For continuous leadership development, a suit of leadership solutions ranging from in-house workshops, train the trainer certification, coaching and consulting services, DVD and audio courses are available.

**In-house Workshops** - A highly effective international certified facilitator can come to your company at your location to deliver any of the John C. Maxwell - ITD Mega Guru Signature programs that can be tailored to suit your unique needs.

**Train the Trainer Certification** - Certify trainers within your company to train many more people for John C. Maxwell - ITD Mega Guru Signature programs such as The 360 Degree Leader, Developing the Leader Within You and Laws of Teamwork.

**Coaching** - One-on-One Coaching or group coaching can be provided to individuals or organizations who need a coach to help them apply what they have learned and to incorporate the principles of the action plan to enable high performance.

**Monthly Audio 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. For more information, please visit: [www.maximumimpact.com/mentoring](http://www.maximumimpact.com/mentoring)

**e-Newsletter** - Maximum Impact reaches hundreds of thousands of leaders through this bi-monthly e-newsletter, "Leadership Wired". Claim your free subscription designed to present pertinent information that will assist you in evaluating your leadership challenges in a new way. To sign up, please visit: [www.maximumimpact.com](http://www.maximumimpact.com)

## For International Participants

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1. Special hotel room rates have been arranged. For hotel booking forms and rates, please e-mail ITD centers.
2. For optional tours you may contact our partner hotels for prior arrangement or upon arrival.
3. For travel and accommodation advice and assistance please contact the nearest ITD centre.

## General Information

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1. Closing date for registration is 30 May 2008.
2. The fees cover participation at the event, lunch, tea breaks and handouts.
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 required.

**"Few leaders are successful unless  
a lot of people want them to be"**

*- John C. Maxwell*

Official Bookstore:



Official Airline:



**“Great leaders don’t use people so they can win,  
they lead people so they all can win together”**

*- John C. Maxwell*

## **Fast Facts About Dr. John C. Maxwell**

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- New York Times, Wall Street Journal and Business Week best selling author with over 50 books
- Internationally recognized leadership expert, speaker and author who has sold over 13 million books
- Named the World’s Top leadership Guru by leadershipgurus.net
- One of the 25 authors and artists named to Amazon.com’s 10th anniversary hall of fame
- Has the most top ranking leadership books at Amazon.com, the world’s largest book supplier
- Founder of EQUIP, INJOY Stewardship Services and Maximum Impact
- Trained more than 2 million leaders worldwide

Dr. John C. Maxwell’s programs and materials are preferred the world over because they are grounded with the power of simplicity and his principles are proven to be most effective in practice.



**“Genius is the ability to reduce the  
complicated to the simple.”**

*- C.W. Cheran as stated in Leadership Gold*

*- John C. Maxwell*

# INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation



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.

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.

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.

Ultimately, the ITD vision is all about people. The truly shared meaning behind ITD's torch goes beyond leadership and excellence, it is 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.

## ITD INTERNATIONAL NETWORK:

### MALAYSIA

#### ITD Penang (HQ)

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E-mail: itdkl@itd.com.my

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Global Provision of Corporate Training  
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Penang, Malaysia

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# ITD - MEGA GURU EVENT

## LEARN FROM THE BEST TO BE THE BEST

### BUILDING THE LEADERSHIP TEAM

#### FOR OUTSTANDING RESULTS

(Please make copies of this page for registration as required)  
 The Landmark Bangkok, 17 JUNE 2008

| Event Fees and General Information   | Thailand | International |
|--|----------|---------------|
| <b>Super Early Bird Fee -</b><br>Registrations with Payment<br>before 15 April '08 | B 23,000 | USD 760.00    |
| <b>Early Bird Fee -</b><br>Registrations with Payment<br>before 15 May '08         | B 26,000 | USD 860.00    |
| <b>Normal Fee -</b><br>After 15 May '08  | B 29,000 | USD 960.00    |

#### Participation & Sponsorship Options

|   |           |              |
|---|-----------|--------------|
| <b>Gold Package</b><br>Gold Benefits:<br>5 complimentary registrations for the event, name and logo of sponsor will be promoted on program materials.   | B 105,000 | USD 3,550.00 |
| <b>Platinum Package</b><br>Platinum Benefits:<br>10 complimentary registrations for the event, name and logo of sponsor promoted on program website, back drop (color) and program materials (black and white).   | B 190,000 | USD 6,550.00 |
| <b>Scholarship Package (50% of normal fee)</b><br>A 50% Scholarship is available to the first 30 deserving applicants. This applies only to full-time staff of non-profit or educational institutions. Awarded on a first-come-first-served basis. Documentary evidence required. | B 14,500  | USD 480.00   |

#### Payment details

Payments may be made by telegraphic transfer, bank deposit, local cheque

Account name (Pay to) : International ITD Limited  
 Account Number : 119-2-01671-3  
 SWIFT Code : BKASTHBK  
 Name of Bank : United Overseas Bank (Thai) Public Company Limited  
 Bank's Address : Tops Chidlom Sub-Branch. 22 Central Chidlom, Ploenchit Road Pathumwan, Bangkok 10330 Thailand.

Please tick :  Super Early Bird Fee  Early Bird Fee  Normal Fee  Gold Package  Platinum Package  Scholarship Package

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

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mobile \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

Mode of registration:

E-mail: itdbkk@itd.com.my Fax: +662 650 9329 Tel: 662-650 9324 to 8

Replacements and representatives are allowed, however the fees paid are not refundable.