

# Creating and Leading a Brand Culture in your Organisation

Inspiring passion in the workplace by aligning attitudes and understanding

11 – 12 May 2004,  
Grand Hyatt  
Singapore

17 – 18 May 2004,  
JW Marriott  
Kuala Lumpur,  
Malaysia

'LIVE' with

**Arthur F Carmazzi**

International Professional Speaker,  
Trainer and Consultant,  
Principal Founder of "Directive  
Communication" and  
Best-Selling Author of



*"Arthur is very inspiring, by enabling greater understanding of his Directive Communication Concepts, he transforms the way we look at business, marketing, and relationships. He defiantly 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*

*"Arthur's workshop has revealed new horizons in what I believed communication to be, this was one of the most worthwhile courses I have taken. Thank you for making this enlightening experience entertaining, educational and practical."*

*Ho Yuet Mee, Partner, Ernst & Young*

# Creating and Leading a Brand Culture in your Organisation

## Key Learning Benefits

- Management will develop superior leadership identities that will inspire subordinates to raise their own standards in accordance with organisational values.
- Create a strong foundation that strengthens an employee's ability to deal with problems and people in a brand congruent and innovative manner.
- Affect change within an individual's perceptions of his work environment and affect an emotional attachment to the organisation's brand values.
- Install skills that cultivate rapport and influence personal emotions and actions that create a brand centered environment and an enriched service culture.
- Enhance skill levels in handling people and enable individuals to reach higher levels of excellence, productivity and personal success.
- Participants will understand new strategies that will not only make work more rewarding and fun, but take their professional and personal relationships to a higher level.
- Participants will be able to perpetuate the effects of the programme through the development of support teams throughout the organisation.

This workshop is about creating a corporate culture where employees truly care about the organisation and literally live the values it represents. Individuals like Jack Welsh and Richard Branson have built extraordinarily renowned brand driven companies through cultivating the "Right" culture. This highly interactive workshop uses the "Directive Communication™" discipline to penetrate the emotional sphere of employee behaviour and establish an environment of fulfillment and congruence with the organisation's brand values. Employees are taken through a series of exercises leading to self-realizations that enhance congruency in customer service, sales, and communications. It cultivates the emotional and decision-making base for directing attitudes to be in line with the organisation's *Vision and Brand* values. Employees will become Brand Ambassadors, and through Arthur's "Replication" strategies, will enable the establishment of department (and eventually organisation) wide culture that lives these values with enthusiasm.

## The Bottom Line Results:

- Higher productivity
- Superior customer perception
- Loyalty
- Better profits

## Who Will Benefit

CEOs, Managing Directors, Senior Managers, Directors, Department Heads, Brand Communication Managers, Corporate Communication Managers, Marketing Managers, Brand Managers, Consultants and Sales Managers

It is highly recommended that more than one person from the same company attend this workshop so that practical elements can be worked on with a colleague(s). It has been proven that an organisation gains immeasurable extra value from this workshop when two or more officers sign up together. To encourage team participation, group discounts of 10% are available when you register at least 3 officers.

## Programme Agenda

### DAY ONE

#### Organising your Memory Files

- How to remember and implement this programme

#### Foundations for Culture Alignment

- The 5 cultures
- Why people react to their environment
- Environment as tool
- 10 mistakes leaders make that disempower a culture
- Pyramid Leadership
  - Foundation
  - Centre
  - Peak
- Organisational Communication Challenges
- Brand alignment from a leadership enriched culture

#### Case Studies from World Class Successes

- GE
- Virgin
- Orange

#### Understanding the Human Fundamentals of Culture

- Mental, emotional and physical identities of employees
- The coloured brain and how it affects culture
- Understanding how to use the CBCI to recognise your organisations makeup
- People decoding to start the alignment process
  - Brain processing patterns
  - How brain processing patterns affect employee perceptions of the organisation
  - Personal alignment based on pattern awareness
- Understanding human drivers and how it affects a brand culture
  - How individuals fulfill their needs in a given culture
  - How individuals can get even greater fulfillment from a brand aligned culture
  - Directive communication for brand alignment

# Your Workshop Leader



**Arthur F. Carmazzi** has 19 years' experience specialising in psychological approaches to persuasion and culture transformation within organisations. He is a renowned speaker in the Asian Region and is the principle founder of the *"Directive Communication"* discipline. Arthur has advanced the Corporate Training industry with innovative experiential techniques that have been acknowledged by some of the world's greatest organisations. He is the best-selling co-author of *"The 6 Dimensions of Top Achievers"*, and the author of *"Identity Intelligence"*.

Arthur is the developer of the **CBCI** (Coloured Brain Communication Inventory) profiling tools used for "Psycho-Productivity" management. This tool has been implemented across a variety of HR and Leadership disciplines by numerous multinationals to generate greater efficiency of human capital.

Arthur's current area of concentration is in the creation of highly productive service cultures. His work in applying the Directive Communication discipline to organisations has enhanced departments in multinational as well as local companies through attitude enrichment as it relates to productivity, leadership, and customer service. Using psychology to inspire ownership within the individual, team, and organisation, Arthur has been able to set the emotional and decision-making base for optimising people skills, enabling organisations the ability to specifically and positively direct enthusiasm and action for the company's brand values and mission.

Arthur currently works with multinationals like *Nestlé, Guinness, Merrill Lynch, Maybank, Singapore Telecom, Bloomberg, Mediacorp, Citibank, Bristol Myer*... and the list goes on. He has worked for the Singapore, Malaysian and Korean Governments and is regularly sought after as a guest on talk shows, radio, and has been written up as "One of Asia's best business speakers" by the Singapore Straits Times.

# Hear What Others Have Said of Arthur's Workshops

## International Clients

An excellent 2 day workshop, it has made a whole lot of difference for me and my company.

*Aparna Shetty, Executive - Corporate Communications, Bayer (India)*

As the International Senior Advisor for the China Association for NGO Cooperation I have been involved with training and enrichment programmes from some countries, but never before have I been exposed to such a powerful programme as Arthur's. His ability to expand and even transform the attitudes of those involved in our projects was uncanny. He was able to get people from different cultures and different agendas aligned with one vision. 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)**

Arthur's Directive Communication programmes have made a noticeable impact here at MTV. Our managers and staff have indicated measurable results in their productivity and their ability to minimise conflict. 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 organisation wishing to make the most of its human capital.

*Feline Chua, Director of Human Recourses,*

**MTV Asia**

The workshop was very insightful. It helps one to better understand self and others, influencing, motivating and aligning teams and organisation. Definitely a worthwhile course to attend for those who want to lead and transform better organisational alignment.

*Kevin Ch'ng, Asia Pacific Marketing Manager,*

**Conoco International Inc.**

- 8 conditions for super communication to establish the alignment foundation
- Personal postures to direct personal disposition within the organisation

## DAY TWO

### Psychology Based Brand Performance and Culture

- How beliefs are formed
- Pyramid leadership in branding
- Building personal beliefs around your brand
- A deeper understanding of human needs and how they affect brand alignment
- Creating environmental responses for brand alignment
- How organisational "Colour" affects a leader
- How a leader affects culture
- How to establish a non-reactive leadership system for brand alignment

### Building Brand Culture through Teams

- Overcoming resistance to change
- Creating inspiration through brand promise
- Aligning personal values to influence team action
- Using truth and personal fulfillment to establish enrolment
- The 5 pre-requisites to group influence

### Attitude Replication through Brand Teams

- Alignment and redirection to maximise team passion
- Making the best of team values
- Using coloured glassed for more fun at work
- Using coloured glasses for influence
- Getting a better emotional return on investment
- Rules, an internal perspective that affects brand beliefs

### Structuring Brand Attitude Replication through 'A' Teams

- Finding key influencers in your organisation
- Working with vision
- The revolutionary team mindset for organisational influence (creating the 'A' team)
- 'A' Team directed coloured teams
  - Team colours
  - Team unity
  - Team identity
- Cultivating the "Brand Enriched" environment
- Secrets from the US Special Forces to enhance replicate attitudes
- Beyond the brand, expanding brand culture benefits to personal life
- Implementation system and strategy for realising a brand enriched culture
- Lessons from the Monkey King

# Hear What Others Have Said of Arthur's Workshops

## Singapore's Clients

Arthur's Directive Communication programmes 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,*

**SingTel**

The Directive Communication seminar I attended where I gained insight on colored glasses was most enlightening. 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**

It was a great seminar. Most beneficial to those want to have a fresh impetus for life and transformation of their organisation. Arthur was amazingly inspiring.

*Ong Kah Kiat, Assistant Director, Military Security Department,*

**Ministry of Defense**

Your thought provoking workshop has inspired us to be better motivators in our arena of work. You have also shown us innovative ways to enhance our professionalism and leadership skills. Thank you.

*Col Tung Yui Fai, Commander ARMCEG,*

**Singapore Army**

## Malaysia's Clients

Arthur's programme really gave clarity to the implementation of our global initiative. He has helped us to establish foundations for a substantial change in our organisation and really made a difference.

*Tengku Marina Badlishah, Group Corporate Affairs Manager,*

**Nestlé (Malaysia) Berhad**

Arthur's programme is an eye-opener and self discovery. Arthur is very inspiring, able to instill the emotional tools in me needed for making a change in my organisation and in really connecting with people. He is also entertaining and educational which turn the programme into an enlightening experience. This is a programme which I highly recommend, excellence through experiential learning.

*Khatimah Mahadi, Vice President,*

**CitiBank (Malaysia)**

Arthur has helped me to discover myself and enhance the ability to understand/have better perceptions of others. Arthur's programme is simple and comprehensive and energised everybody in the group.

*Murizah Tengku Zainal Abidin,*

**TT dotCom Sdn Bhd**

Malaysians need Carmazzi to bring the best out of us. It will bring the true meaning of 'Kerana Mu Malaysia' and make this country a better place to live in.

*Mohd Zalmi, Head of Quality Assurance,*

**Arab-Malaysia Finance Bhd**

## Registration for Singapore's Workshop

### Creating and Leading a Brand Culture in your Organisation

11 - 12 May 2004 **S\$1,495 nett**

To register, contact:

**Partners Conference and Event Management Pte Ltd at:**

Tel: 65-6786 7363

Fax: 65-6786 3282

Email: enquiries@partners-conference.com

(Team discount is available for a team of 3 or more delegates per workshop)

**YES! Please register me / us:**

**Name of Delegates**

**Designation**

**Email**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_ Email: \_\_\_\_\_

Organisation: \_\_\_\_\_ Address: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_ Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

## Methods of Payment

### For Singapore's Workshop

#### Bank Transfer

Account Name : **Partners Conference & Event Management Pte Ltd**

Account No. : 501-584692-001 (Bank Code: 7339)

Pay to : OCBC Bank Ltd (SWIFT CODE: OCBCSGSG)

Branch : OCBC Centre

#### Cheque

Please make your crossed cheque payable to

**Partners Conference & Event Management Pte Ltd**

Kindly mail your cheque and registration form to:

**Partners Conference & Event Management Pte Ltd**

2 Flora Drive, #08-36, Singapore 507025

### For Malaysia's Workshop

#### Bank Transfer

Account Name : **Partners Conferences Sdn Bhd**

Account No. : 214-231-000-11-851

Pay to : RHB Bank Berhad

Address : Plaza OSK, Jalan Ampang 50450, Kuala Lumpur, Malaysia

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Kindly mail your cheque and registration form to:

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50450 Kuala Lumpur, Malaysia