



*A 2-Day Intensive Training For Senior Executives & Managers*

# **HOW TO MAKE A DIFFERENCE!**

**= Performance Contribution Strategies =**

**12-13 May 2008 ■ One World Hotel, Petaling Jaya**

## **COURSE HIGHLIGHTS:**

### ■ **REAL MEANING OF 'MAKE A DIFFERENCE'**

- Performance Contribution: Making A Difference - The Major Strategies

### ■ **MAKING A DIFFERENCE TO AND FOR YOURSELF**

- Performance Strategies: How To Adapt To Changes, And Grow

### ■ **MAKING A DIFFERENCE TO YOUR PERSONAL PERFORMANCE**

- Performance As DEFINED By The Boss: Find Out What Is Needed, What Is Not
- Performance Strategies: Where, How And When To Perform

### ■ **MAKING A DIFFERENCE FOR YOUR TEAM PERFORMANCE**

- Team Performance As Defined By The Boss: What Is Needed, What Is Not

### ■ **MAKING A DIFFERENCE TO YOUR LEADERSHIP**

- The New Leadership Difference - New Vision, New Direction, New Actions
- Long-Lasting Difference: How To Create, Build And Deliver Value!

## INTRODUCTION

Today's employees are required to make a difference but more often than not they are bewildered as to 'what makes a difference', and how to do it.

It is sad but true that many superiors (including top management) are becoming increasingly challenged and ineffective when communicating their goals down to their subordinates. This has resulted in many subordinates not being told 'to make a difference', and if at all, how to do it. Such a situation had put much pressure on those subordinates who 'had been trying year after year' but continuously getting little or no success.

This training aims to help participants **discover** the real meaning of '**making a difference**', not having to be told to make a difference, and **how to do it**.

Essentially, it all boils down to knowing what the bosses want, and doing it. A **roadmap** with numerous accompanying **performance contribution strategies** will be provided.

## OBJECTIVES

1. *Understanding What 'Make A Difference' Really Means.*
2. *Utilising The 5 Determinants Of Performance And Developing Performance Contribution Strategies.*
3. *Reading & Using Personality Profiles To Uncover Strengths / Weaknesses In Relation To Performance.*
4. *Learning Up Roadmap And Practising Strategies To Make A Difference For Self And Team.*
5. *In Making A Difference, Acquiring New Approaches And Techniques In Leadership.*

## Day 1

Monday, 12<sup>th</sup> May 2008

- 9.00 **MODULE I: REAL MEANING OF 'MAKE A DIFFERENCE'**
- What 'Make A Difference' Really Means
  - The Ever-Growing Complexities In Managing - **Impact On Your Future**
  - **Case Study:** What Do Bosses (Really) Want
  - Why You Need Not Manipulate And Stab Others To Please The Boss
  - **Compass:** Making A Difference - **Roadmap, 5 Determinants Of Performance**
  - **Performance Contribution: Making A Difference - The Major Strategies**

10.30 Morning Coffee

- 10.45 **MODULE II: MAKING A DIFFERENCE TO AND FOR YOURSELF**
- How To Please The Boss: Finding Out What Is Needed, What Is Not
  - YOU: Who Are You? What Are You? **Exercise:** Your Personality Profile
  - Understand Your Personality Profile: Discover Your Strengths And Weaknesses
  - Journey To Self-Change: Application Of Your Profile, Link To Roadmap
  - **Performance Strategies: How To Adapt To Changes, And Grow**

Program topics, speakers and schedules published herein are confirmed as at printing time. Please refer to the event's timetable page at [www.cmtevents.com](http://www.cmtevents.com) for the most up-to-date information.

1.00 Lunch & Zohor

2.00 **MODULE III: MAKING A DIFFERENCE TO YOUR PERSONAL PERFORMANCE**

- Performance As DEFINED By The Boss: Find Out What Is Needed, What Is Not
- Know Where Performance Really Comes From
- **Case Study:** 5 Determinants Of Performance

3.30 Afternoon Tea

3.45 **MODULE III: ... cont'd**

- **Role Play:** Personal Performance Contribution Strategies: Making A Difference
- **Performance Strategies: Where, How And When To Perform**

5.00 End Of Day 1

## Day 2

Tuesday, 13<sup>th</sup> May 2008

9.00 **MODULE IV: MAKING A DIFFERENCE FOR YOUR TEAM PERFORMANCE**

- Team Performance As Defined By The Boss: What Is Needed, What Is Not
- **Case Study:** How To Apply MII & MIII For Your Team

10.30 Morning Coffee

### **WHO SHOULD ATTEND**

All management staff (in particular, senior executives to general managers) that are looking for practical and proven strategies to make a difference to their performance.

10.45 **MODULE IV: ... cont'd**

- The Roles Of Leadership: Self-Leadership, Team Leadership
- Anything Wrong With Your Present Leadership? - How To Find Out
- **Exercise:** Latest Survey Results On Leadership
- **Role Play:** Moments Of Truth In Team Performance Strategies

1.00 Lunch & Zohor

2.00 **MODULE V: MAKING A DIFFERENCE TO YOUR LEADERSHIP**

- Leadership As Defined By The Boss: Find Out What Is Needed, What Is Not
- The New Leadership Difference - New Vision, New Direction, New Actions
- **Role Play:** New Leadership Approach: Motivate, Empower, And Grow!
- Long-Lasting Difference: How To Create, Build And Deliver Value!

3.30 Afternoon Tea

3.45 **MODULE V: ... cont'd**

- Roadmap Re-visited: Lessons Learned
- 5 Determinants Of Performance Re-visited: Lessons Learned

5.00 End Of Course

### **SPECIAL LEARNING METHODOLOGIES**

Exciting modular/holistic learning approach, psychometrics, cases, hands-on practices, coaching/facilitation, exercises, motivation, empowerment, role plays notes and charts with discussion backups. A Direction Roadmap will be provided.

# REGISTRATION

How To Make A Difference!  
= Performance Contribution Strategies =

Update your details at  
www.cmtevents.com

Name	_____
Position	_____
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City/Postcode	Country
Approving Manager's Name	_____
Position	_____
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**Fees:** The full Registration Fee includes cost of all sessions, luncheon, coffee/tea & documentation.

	1 Person	Group fee for 3 or more* (from the same company)
<b>Regular Fee</b>	<b>RM1,695</b>	<b>RM1,495</b> <b>(MIN SAVINGS OF RM600)</b>

\* Terms and conditions apply.

**Cancellations, Refunds & Transfers:** A full refund will be promptly made for all written cancellations 3 weeks before the meeting. Thereafter, cancellations are not refundable. A substitute may be made at any time.

**Cheques :** Crossed & payable to  
**"Centre for Management Technology Sdn Bhd"**

Photocopy Registration Form to Preserve Brochure Copy. May 2008

**TELEGRAPHIC TRANSFER**

Account Name: **Centre for Management Technology Sdn Bhd**  
A/C No: **3 - 0903390 - 12**  
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## TO REGISTER

Online: **www.cmtevents.com**  
Email: **adminkl@cmtsp.com.sg**  
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Tel: **(603) 2162 7322**  
Post to: Lot 7.03, 7th Floor, North Block, The Ampwalk,  
218 Jalan Ampang, 50450 Kuala Lumpur

## CERTIFICATE OF COMPLETION

A Certificate of Completion will be awarded upon successful completion of each course. This serves as evidence of your personal and professional commitment to you career.

### COURSE TIMING

Registration: 8.30 am, Course Begins: 9.00 am,  
Morning Coffee: 10.30 am, Lunch: 1.00 pm to 2.00 pm,  
Tea Break: 3:30 pm, Course Ends: 5.00 pm

*Register online ~ www.cmtevents.com*

## LEARN FROM THE BEST

**JAMES LOOK BSc (Hons), MBA (UK)**  
Master Trainer / Lead Consultant, **MULTISKILLS CONSULTING**

*Some feedback (sample extracts from evaluation forms) from participants about James:*

*"My skills jumped over 100% ... Good mentor, coach, trainer and teacher! ... Makes me more confident and always believe that I can do it ... Very responsive ... Able to relate his experiences ... The best trainer I have ever met! ... Conducted with ease and humor ... James' seminar - the best I ever attended since 1990 ... James gives me a roadway to follow, supply the know-how and most importantly the tools to tap my potentials that lie dormant ... Stimulates my enthusiasm that will power up my self confidence to become a winner ... You have practised what you preached ... Your words hit me with great impact ... that is what causes the message to go down deep ... Helpful, responsive and knowledgeable ... Down to earth and touches on the real world ... Very helpful, nice person and very responsive ... Real-world issues are highlighted... Able to go direct to the point without wasting valuable time ... Best course leader and performer I have ever attended..."*

**James Look, multi-talented Management Coach, Principal Consultant, Master Trainer (trained participants from 15 countries and from more than 300 companies) and Author (4books) in Management, Motivation and Peak/Team Performance** - has a total of more than 30 years experience in training, business and management consulting in numerous industries (FMCG, industrial products, trading, services), both locally and internationally.

### MORE THAN 30 YEARS OF WORK EXPERIENCE

James has more than 30 years of experience, and has gone through the thick and the thin in performing and in managing, especially the human factor. He continues today to go through the mazes of work and of life, negotiating the bending roads and at times straight ones, with as much enthusiasm as when he first started.

### WORK AND BUSINESS BACKGROUND

Having had strong career backgrounds from big multinationals Procter & Gamble, Toray, Upali, Electrolux and two other regional groups, and now

leading a consultancy, James had gained many solid years of hands-on experiences in general management, people management and motivating for peak performance. He had harnessed all such experiences and successfully transformed himself into a coach and specialist trainer. And after more than 16 years as a practising consultant and corporate trainer, he had created, developed and fine-tuned a number of **"killer applications"** for the benefit of his participants.

One such application is in the area of how to **greatly** improve work results (sometimes on an immediate basis!) through better effectiveness and efficiencies in planning and execution using his **VSR: 3P, OISA** and **KKK Balanced Scorecard models**. Thousands of people of different levels, many of whom are successful senior managers and business owners today have gained from his training methods. James' philosophy is clear – **create, build and deliver value!** This is underscored by many of his participants' positive ratings and comments in their evaluation of his training, such as **"excellent, very interesting and of high value"**, together with regular and enthusiastic citing of James' friendly and real-world hands-on approaches.

*Among his long list of past and present clients are Shell, Pfizer Global, Panasonic, Celcom, Telekom, SDV Transport, UDA, Selangor State, many banks, Rovski, ScottPaper, SKBros, WarnerLambert, MIM, SAP Gp, Guthrie Gp, Sg Way Gp, Cement Ind, Philips, Arab-Malaysian Gp, K. Perangsang, IpMuda, TeleDynamics, Hong Leong-Yamaha, Multi-Purpose Gp, Bata, Sapura Hldgs, EauClaire, Lafarge-MCement, RoadBuilder, Seacera, FrontlineTech, AlliedDomecq, DBKuching, PhilipWain, Ajinomoto, HotelNikko, IT-365, Mutiara-Goodyear, ThongGuan, Radicare, RoadCare, BankNegara, Higashifuji, IJM, UCSI, Mavcap, Bt. Kiara, Convex, Scania, KGNS, Turner & Townsend, BH Insurance, Agri Chem, Scomi Group and many others in the consumer, industrial, ICT, hotel, trading, MLM, service and property sectors.*

A strong believer in multi-skills, James is also a professional MC, conference chairman, panel speaker and speech writer for Ministers. James had also appeared many times on TV, radio and in major newspapers.