

Presents

Arthur F. Carmazzi

Principal Founder of the Directive Communication Discipline

CULTIVATING A BRAND CENTERED CULTURE

Aligning your Workforce to Live Your Organizations Brand Values

Directive Communication™ (DC) is a foundation science of how people act and react to each other in groups, and how that relates to Productivity, Leadership, and Perception of the Organization they work for. Using this psychology in a **Systematic Process** to inspire alignment between the individual's values, and organization's Brand Promise. DC sets the emotional and decision-making base for optimizing brand directed attitudes and behavior.

The program is designed for “**Key Influencers**” chosen through the *discovery* process to specifically and positively direct enthusiasm toward **Brand Alignment** in the groups and teams they interact with.

Through *Training* and *Projects*, the program results in much of the staff and management making realizations that will positively influence their perspective of what “Brand” means to them and their daily activities, and, to enjoy work more and gain more fulfillment through “Being Brand Ambassadors.”

This program takes the extra stride to create **projects** after each of the **6 one-day workshop segments** that are designed to immediately **IMPLEMENT** and cultivate powerful perceptions that enable them to establish a Brand Centered Attitude from a self interest and development perspective.

This allows the creation of a **Brand Centered Environment** that reinforces brand alignment and passion.

OBJECTIVES

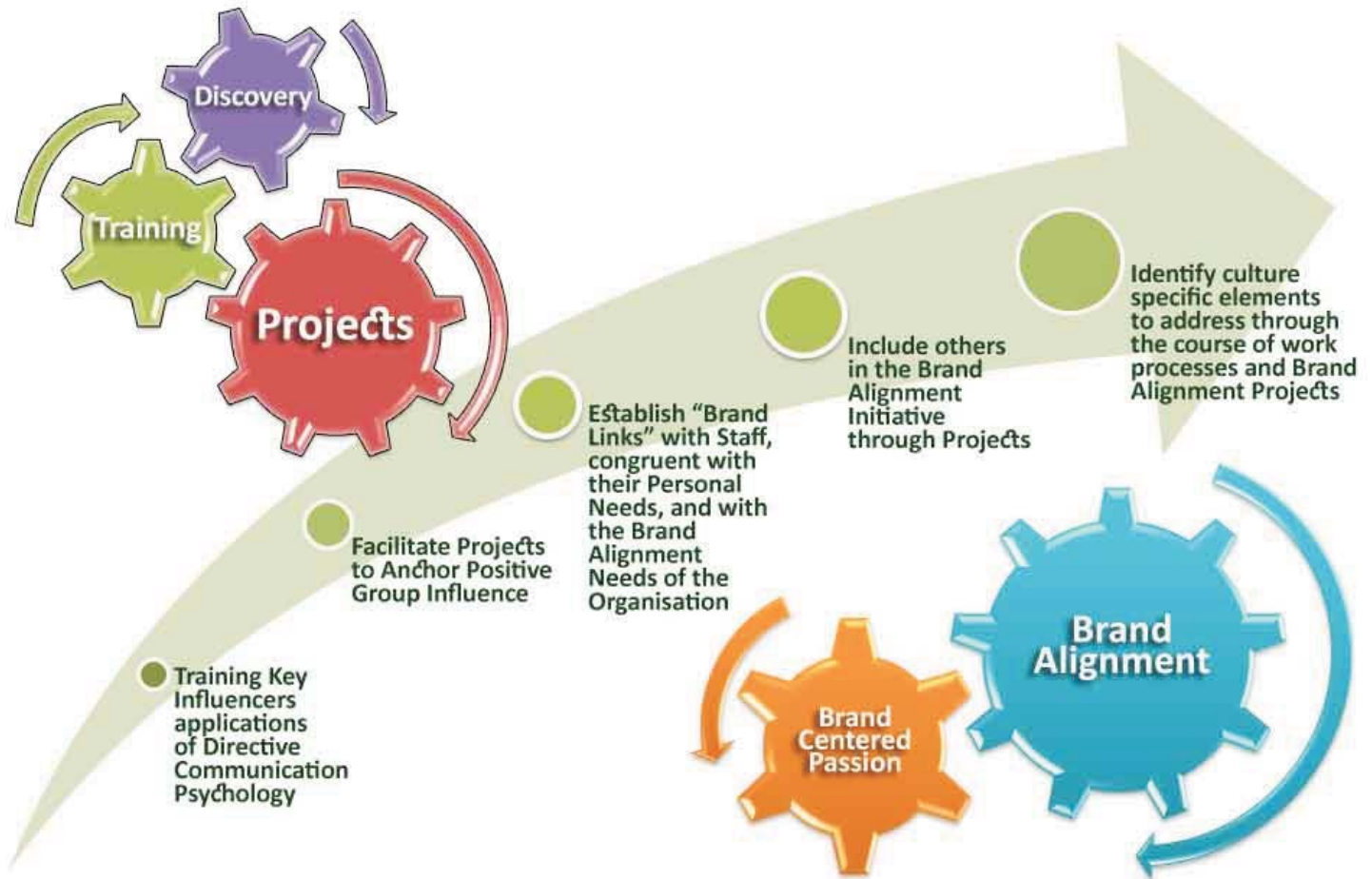
- Complete 6 projects for building foundations of a **creativity culture** in the group
- Get people within the groups to **think like a creative entrepreneur**
- Use Directive Communication Psychology to empower group members in taking roles that will develop and enhance their creative problem solving and leadership skills while **bringing out the best in each other**
- **Confront gaps** in personal standards and use DC psychology with past and present experiences to make progress in filling those gaps.
- Improve communicative interaction to **influence group creativity**, and develop new ideas and synergies in the group.
- Provide the framework for favorable attitudinal shifts, competence and motivation to **promote organizational alignment** and proactive communication that encompass a comprehensive self and group support system for continuous improvement.
- Establish a **personal sense of fulfillment** that ties an individual's job, with the success of the group.
- Build a stronger sense of team and further develop **team innovation and creativity**
- Learn the skills and complete projects to create a system to **reinforce attitudes** related to “Psycho-Productivity” and cooperation within the group.



METHODOLOGY

The program is to be implemented by Arthur F. Carmazzi with the assistance of Directive Communication Certified Consultants.

Outline and Process of Initiative Elements



PART 1

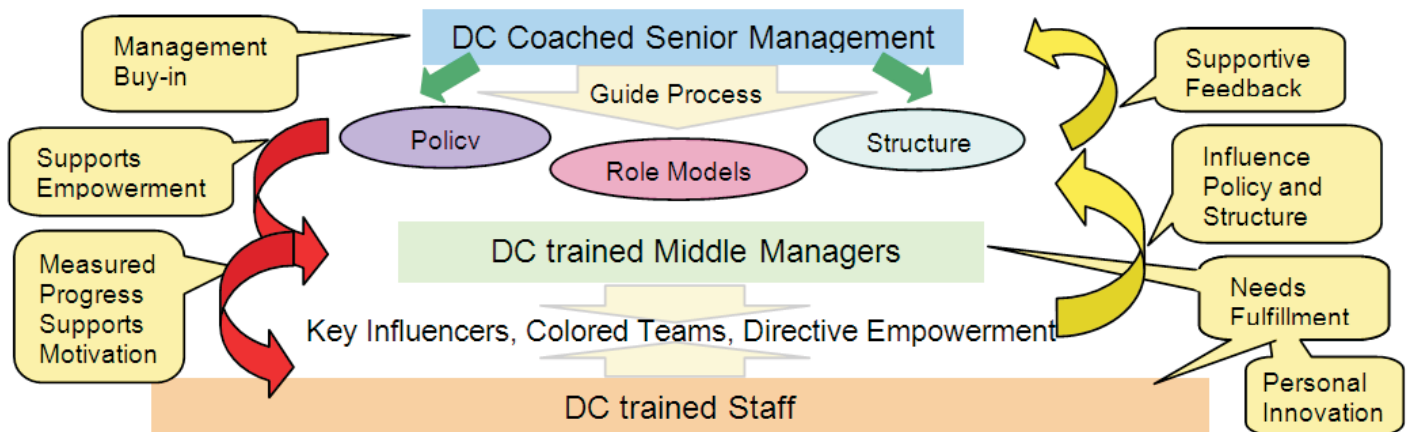
The Discovery Module will consist of a series of interviews and information gathering sessions with a number of employees of the organization. These sessions will lead to a more thorough understanding of the existing culture of the firm and help identify some of the specific circumstances that require attention during the course. This will also be an opportune time to explain some of the objectives of the *Brand Centered Culturing* initiatives and participants will be exposed to many of the tools, techniques and strategies of Directive Communication.

PART 2

Strategic Planning analyses the information gathered, and presents HR and senior management with mutually agreed quantifiable outcomes during the program. Also outline and get approval for, the required support from management for its successful implementation.

The roles of leadership in improving organizational culture will be discussed and established. Specific strategies to catalyze brand alignment and make it congruent with organizational objectives will be established. An understanding of psychological process used during this program and the objectives of EACH project will be established.

Senior Management's role in this initiative is crucial



PART 3

Transformational Directive Communication Component to consist of **6 One-day training events**. Simultaneously Senior Management will have 6 separate one hour coaching sessions to support the initiative.

These 6 One-day workshops apply the Directive Communication 3R protocol throughout the process:

Reposition

*Focus
Attitude
Interest*

for a better understanding of self and others

Rapport for

*Influence
Motivation
Communication*

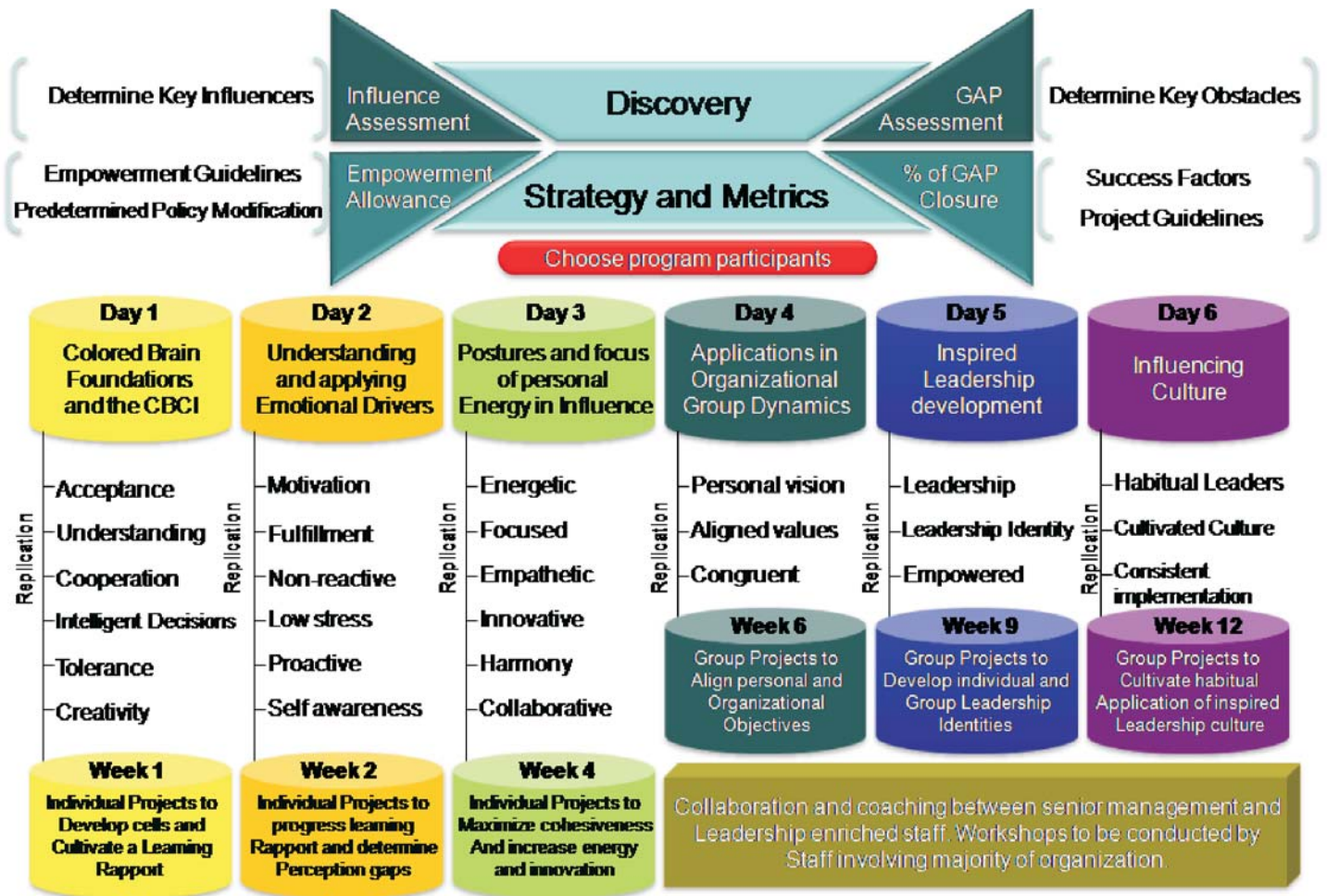
to induce a desired effect on self and others

Replication of

*Attitudes
Drive
New skills*

to perpetuate productivity and a better work environment

Through the application of DC psychology and experiential methods, the initial one-day workshops are designed to stimulate and enhance cooperation and initiative at the mental level and begin the foundations for a Brand Centered Culture.

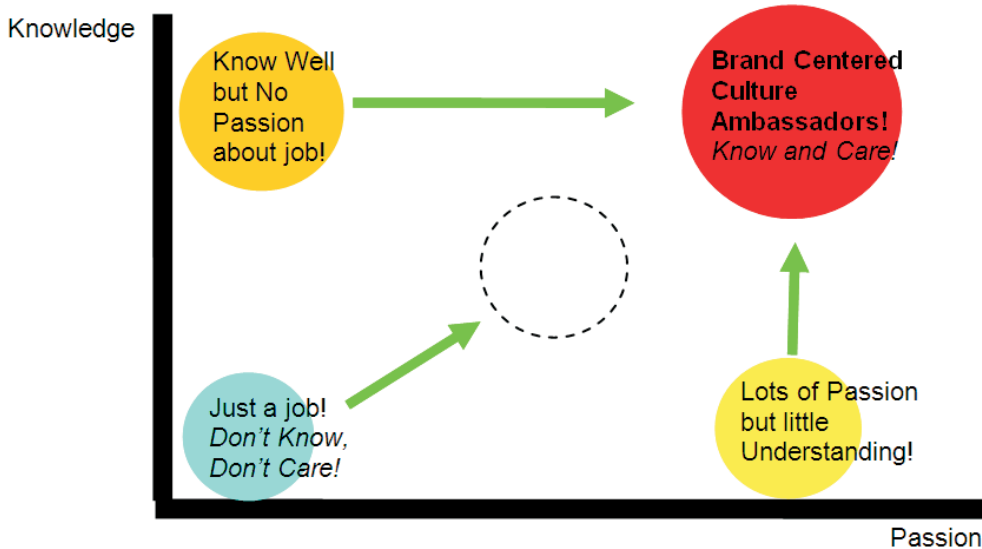


The reason this program is successful over other types of initiatives is that the psychological foundations are expanded by the **employees themselves**, not by management and not by consultants. Each of these Modules contains “**Implementation Projects**” designed to cultivate ownership and excitement within the ranks of your people.

The strategy is based on U.S. Special Forces PYOPS tactics combined with DC Corporate Re-Culturing strategies. When a core group has internalized “Directive Communication foundations” the psychological weapons of influence are systematically applied across the organization. The key influencers (*core group attending the workshops*) within the organization are simultaneously trained in “Force Multiplication” tactics.

From the core group, individuals create DC A-teams incorporating different organizational hierarchies (i.e. management, supervisors, front line, and support). They then become the strike force that ignites culture enhancement from within, they are the force for the good of the organization. They gain a strong sense of purpose because they fulfilling their own needs through the organization, not just doing the job. Each participant can identify opportunities to lead, nurture the Communicator mind-set and take the action to apply their leadership skills.

DC provides the tools and systems by which individuals at different levels of personal commitment to the organization can become “Ambassadors of the Brand Centered Culture”. Alignment and service productivity are a combination of knowledge and passion.



Categories of people in the organization

The interaction for the purpose of achieving higher personal standards and higher levels of living is cultivated through change in associations and beliefs about their environment and others. Culture and fulfillment are then established through the use of a common language (to be indoctrinated throughout the program) and simple sets of rotating actions to reinforce “Leadership attitudes” and greater fulfillment throughout the working day.

As systems and teams are created, a support structure for greater drive, higher emotional acuity, and a superior sense of purpose within the work environment is cultivated. Systems are set up so as to promote leadership drive and innovation for the well being of individuals and the organization's mission.

DELIVERABLES

- Selected Participants will **personally Feel Better about their work** when acting in line with the organization's Brand Promise
- Selected Participants will be able to apply Directive Communication Psychology to affect change in the **behaviors and perceptions of work** of small groups to affect a brand centered environment
- Selected Participants will be able to assist staff to use **more creativity in problem solving** and take greater initiative to handle difficult situations.
- Selected Participants will be able to use Directive Communication Psychology **to** cultivate rapport and **influence the emotions and actions** of themselves, stakeholders, subordinates, colleagues and suppliers
- Selected Participants will have **enhance skill levels in motivating people** and enable individuals to get fulfillment and personal success from Brand Alignment

- Selected Participants will have internalized Directive Communication Psychology **communication skills** that can be applied to excellence in effective cooperation, personal leadership, sales and marketing, and customer service
- Selected Participants will be immersed in interactive exercises that will develop confidence and competence in the Directive Communication Discipline that is disseminated throughout the organization for the purpose of a **brand centered culture**.
- Selected Participants will be able to use Directive Communication Psychology to apply **brand centered strategies that will make work more fulfilling**, rewarding and fun for their subordinates and the people they work with.
- Selected Participants will be able to use Directive Communication Psychology to replicate what they have learned and apply tactics that **multiply the effect** of the program and projects within the organization to affect a brand centered work culture.
- Selected Participants will be able to use Directive Communication Psychology to perpetuate the effects of their projects through the development of support teams throughout the organization as a foundation to affect long term culture of the organization.

ABOUT ARTHUR F. CARMAZZI



Arthur is the Principle Founder of the Directive Communication Methodology and has 19 years experience in Asian and US markets specializing in psychological approaches to workforce enhancement and corporate culture transformation. He is a renowned speaker in the Asian Region and has advanced the Corporate Training industry with innovative experiential techniques and tools that have been acknowledged by some of the world's greatest organizations. He is the best selling co-author of "The 6 Dimensions of Top Achievers", and author of "Identity Intelligence" and "Lessons from the Monkey King".

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. 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.

Here is what some of the participants are saying about Arthur F. Carmazzi

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 has 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 and his technology to any organization wishing to make the most of their human capital.

Feline Chua

Director of Human Recourses

MTV Asia

'I am certainly more "aware" after attending Arthur's seminar. Like Neo in the Matrix, I feel like I've taken the pill that allowed me to see how people are programmed and allowed me to choose how to interact with others. Using the CDCI cards I've helped supervisors identify what their direct reports needs are and how they process information so that they can better assign them tasks that will excite them and make them more productive.'

Michael Foo

Software Engineering Department Manager

Motorola

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

Ong Kah Kiat MSc (Soc & Org Psy)

Assistant Director

Military Security Department, Ministry of Defense

"Directive Communication 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

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 F Carmazzi's retreat for Nestlé senior management using his Directive Communication™ methodology really gave clarity to the implementation of our GLOBE initiative. He worked with our senior management team to establish foundations for a substantial change in our organization and really made the difference.'

Tengku Marina Badlishah

Group Corporate Affairs Manager

Nestlé Malaysia

RESULTS

\$1.00 RESULTS Guarantee

If the program fails to meet the metrics mutually set in the strategy Session, provided that all workshop participants complete their projects properly in the time allocated, then you (the client) pay only \$1.00 plus expenses. If the set objectives are met or exceeded, then you pay for the consulting package in full plus expenses.



TIMING

Directive Communication Creative Synergy program will require 12 to 15 days over a 3 Month period (Timing may vary depending on the size and complexity of the organization).



FEES SCHEDULE

US\$24,000 plus expenses in two payments.

30% deposit on acceptance of proposal, residue on completion and metrics measurement.

Expenses include

- Cost of materials (approximately US\$45 per person participating in the workshop)
- Training Venue in a 5 star hotel
- Coach airfare within S.E. Asia (Business Class outside of S.E. Asia), and 5 star accommodations for 2 consultants during the training and visits

CONTACT INFORMATION:

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Directive Communication™ Tools make the lasting difference