



Arthur F. Carmazzi

- Keynote Speeches
- Mini-Seminars



Lessons from the Monkey King

Leading Change to Create GORILLA-SIZED RESULTS

Based on Arthur's latest book, "Lessons from the Monkey King – Leading Change to Create GORILLA-SIZED RESULTS", this keynote deals with the very real dynamics of how an organisational culture affects an individual and their personal effectiveness. The emotions and fulfillment an individual experiences are all interrelated to corporate culture and to enhance life at work. Armed with psychology and force multiplication strategies, one individual can lead the change no matter what position they have in the organisation; one individual can make a difference. Prepare to be inspired on this fun and magical journey with Arthur F Carmazzi to becoming the Monkey King.

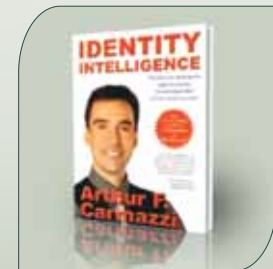


Leadership Intelligence

Using Directive Communication Psychology to make Intelligent Leadership Decisions

The decisions a leader makes under stress can be either devastating to the effectiveness of an organisation and its culture. Our Leadership decisions and the values we live by reflect on our organisations performance and our character. Our decisions are the essence of how others view us and react to us. In essence it is our "Identity" as a leader that affects our ability to inspire others to greatness. To consciously decide our leadership Identity and "Act" intelligently instead of "React" to our environment is Leadership Intelligence.

This short talk not only informs and inspires Leaders to find their own leadership identity, but to use it to make better leadership decisions that affect the culture of their organisations. Participants will be rejuvenated with new power to become an even greater leader.

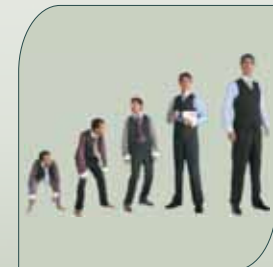


The Making of a Corporate Revolution

Every Revolution starts with the People

Discover the foundation for Superior **Workforce Cooperation and Effectiveness**. Change groups psychology and how it relates to productivity, leadership, sales/marketing, and customer service by learning and experiencing the tactics that will Revolutionize your working environment.

This high energy talk jumps through the "Directive Communication" approach to culture enhancement using combinations of Leadership psychology, mental and emotional awareness, and strategies from US Special Forces PSYOPS to create a chain reaction change within an organization.



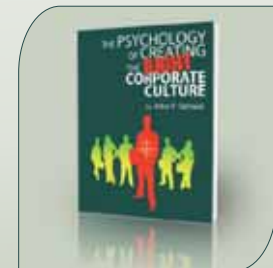
Transforming the Blame Culture

Learning Responsibility through awareness of your environment

Understand the "**Blame Frame**" and why you got sucked in to it.

Based on Arthur's book: "The Psychology of Creating the RIGHT Corporate Culture", this talk addresses elements of blame and shows how to cure the causes not just the symptoms of this culture infecting disease. Participants will learn about how and why blame is influenced by their environment and how "It's really not your fault". They will recognize the elements of cooperative responsibility and the central roles each must play to overcome the Blame Frame and cultivate the new "**Responsibility Frame**"

Leaders will also gain new insights to improve their skill in developing responsibility in teams.



Leadership Communication to Enhance Public Image

Speaking and Motivation Strategies for Leaders to Improve Rapport and Credibility

A Short, but Highly Interactive program designed to train you as a Leadership speaker who can fire the imagination, ambition and inspiration of your stake holders, and establish a "**Brand Congruent**" leadership presence.

By learning and applying a range of Directive Communication™ psychology-based techniques, you will discover extraordinary depths to your speaking qualities that profoundly impact your audience's perception of you and your organization. You will inspire your people and the media to craft **greater authority** in line with organization's **Brand Identity**.



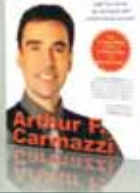


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IDENTITY INTELLIGENCE



Identity Intelligence

The force for making the right decisions for personal and professional success

Our decisions are usually based on what happens around us. Choices are usually based on our environment, an environment that is constantly changing, yet these decisions affect our life and work, and are usually Reactions to events and people around us. This reactivity prevents us from making decisions based on the eventual outcome of the kind of person we would like to become. When are able to stop reacting and choices are founded on our ideal self every area of our life falls into place, our finances, our relationships, our spirituality and even our health.

The Psychology of Leadership

A Short Talk for Long Lasting Effects

Leadership is the foundation to an organization corporate culture. Often an organisation's cooperation and performance is negatively affected by its leader's unconscious actions or reactions. Leaders may not be aware of these effects and the psychology that continues to drive them.

Leadership does not involve changing the mindset of the group, but the cultivation of an environment that brings out the best (inspires) the individuals in that group... Each individual has various environments that bring out different facets from their own identity, and emotionally charged perceptions drive each facet within each environment. When you become aware of the Psychology of Leadership, you recognize the power to change culture.



Cultivating a Productive Work Environment through DC Psychology



This talk illustrates some simple steps that can be applied in your work environment to cultivate productivity, leadership, and enhance work attitude. It embodies the essence of minimizing "reaction" within organization and cultivating intelligent "action". It is the pill that allows people to see how their world is programmed and how to influence that world for the better. As individuals affect and are affected by each other in specific work environments, Directive Communication sets the psychological decision making base for optimizing the way people interact with each other. It enables individuals the ability to specifically and positively direct enthusiasm and action for themselves and team members. It exposes individuals to the mental, emotional, and physical triggers that will lead to improvement in their performance in and out of work.

Development of Management Potential

A short talk to revitalize personal insights to inspire and develop leadership in others

To evolve our corporate culture, a leader must nurture and evolve other leaders. **By clearly identifying and cultivating leadership and management potential we set a course to create knowledgeable and capable individuals to effectively advance our organizations and the culture that makes it effective and profitable.**

Based on the Directive Communication psychology, this short talk provides awareness and "how-to" bring out the leader in others in order to cultivate a passionate work environment. It gives clarity in how participants can further develop their own leadership by developing leadership at all levels of the organisation and ultimately affecting the organisational culture for greater results.



Creating a Corporate Culture of Passion and Vision

Applying Directive Communication Psychology to Rapidly build Lasting Passion that evolves Productivity and Organisational Effectiveness



Traditionally, corporate culture change is a long tedious process that can take years (if the initiative lasts that long). This talk introduces a better, faster way, the Directive Communication 5 Pillars of transformation. Participants will understand how an organisation can make a noticeable change in 3 weeks and solidify a new more passionate corporate culture in three months. This talk outlines the knowledge and skills required in building the 5 Pillars of transformation for change management and culture change. The process will lead to changes in personal emotional gratifications through the organisation that will affect cooperation, and workforce effectiveness.