

GLOBAL LEADERSHIP

CREATING RELEVANCE IN A DISRUPTIVE WORLD

JANUARY 31, 2019

SMX AURA, MANILA, PHILIPPINES



SPEAKERS

- Susan Friedmann
- Scott Friedman
- Rebecca Morgan
- Randy Keirn
- Cyriel Kortleven
- Lynn Leahy
- Jonathan Low
- Manoj Menon
- Jana Stanfield



MISSION: TRANSFORMING LEADERS AND CHANGING THE WORLD FOR THE BETTER



HOW TO FIND YOUR UNIQUENESS TO CREATE RELEVANCE IN A DISRUPTIVE WORLD

SUSAN FRIEDMANN, CSP

www.richesinniches.com

Everyone has a unique gift — something that is just undeniably "you" and is precisely useful to those around you. It's more than a skill — it is an ingrained strength fueled by your deepest passions and nurtured by a determined sense of purpose.

Most people never find their unique gift, either because they don't realize they have one, don't believe they have one, haven't attempted to find it, or don't recognize it when it is staring them in the face.

Participants will learn how to:

- Identify and tune into your uniqueness to best serve yourself, and your team
- Embrace your quirks and eccentricities to reveal gems about your uniqueness
- Provide increased value to build ever-stronger, trust-based relationships with your team
- Use the #1 tool you need to persevere in the face of adversity and setbacks
- Avoid 3 key mistakes that will block your leadership success

About the speaker

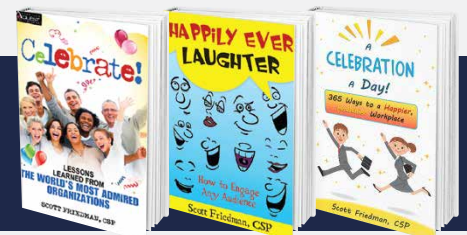
Susan Friedmann, CSP is an internationally recognized niche marketing expert and "how-to" coach. She is a prolific author, having written 14 books including her international bestsellers, Meeting & Event Planning for Dummies, and Riches in Niches: How to Make it BIG in a small Market. She's appeared on a variety of radio talk shows and as a guest expert on CNN's Financial Network and Bloomberg's Small Business.

She's the owner of Aviva Publishing dedicated to working with self-published non-fiction authors to bring their book to market and find the right target audience to deliver their message. Susan also hosts the successful weekly podcast Book Marketing Mentors.



THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

SCOTT FRIEDMAN, CSP



www.ScottFriedman.net

In these globally competitive, disruptive times, resourcefulness and innovation are essential to survival. This program is a fast-paced, humorous call-to-action that will show your attendees how to become a victor-rather than a victim-of change. They will learn to be driven not by circumstances and emotions, but by purpose and values.

Scott's easy-to-use ideas will help build more team spirit, greater productivity, elevated team performance, and a happier, healthier culture. This program is an ideal kick-off or closing. It always leaves participants feeling energized, inspired, and more accountable to create a better future for themselves and their organizations!

Participants will learn how to:

- create a culture of innovation and celebration
- be accountable for anticipating and driving change.
- continuously challenge themselves to add more value to the organization.
- relieve stress by finding humor in life's inconveniences.

About the speaker

Scott Friedman, CSP, 2004-05 President of the National Speakers Association (NSA), is the author of four books: A Celebration a Day! 365 Ways to a Happier, Healthier Workplace, Celebrate! Lessons Learned from the World's Most Admired Organizations, Happily Ever Laughter -- How to Engage Any Audience, and Using Humor for a Change.

As a motivational humorist, Scott's main area of expertise is employee innovation, customer experience and using humor/celebration as a strategic tool.

<http://www.scottfriedman.net/video-gallery>



CREATING RELEVANCE IN A DISRUPTIVE WORLD: LESSONS FROM SILICON VALLEY

REBECCA MORGAN, CSP, CMC

www.RebeccaMorgan.com

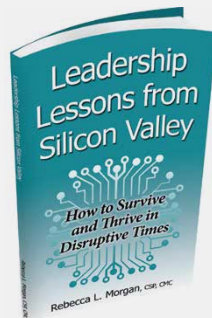
When dealing with disruption, it's difficult for leaders to remain relevant. Things shift quickly. How do you keep up? Part of staying relevant is creating a strong team. Those who succeed leading disruption or surviving it encourage their colleagues to create new solutions.

How does a leader keep relevant in a disruptive world? By encouraging his/her team to be innovative, challenge traditional thinking, continually question best practices and look with a fresh perspective for new ways of thinking.

You'll hear key ideas from some of Silicon Valley's most admired companies, like Google, Facebook, Intel, and others. These ideas can be applied to any organization.

Participants will learn how to:

- key ideas from successful Silicon Valley companies
- Google's top element for leaders to create cohesive teams, and how to apply these to your organization
- Facebook's findings on how to keep good employees



About the speaker

Rebecca L. Morgan, CSP, CMC, is an international speaker, trainer and consultant specializing in leadership development implementation. She's appeared in/on 60 Minutes, Oprah, the Wall Street Journal, National Public Radio, Forbes.com and USA Today as well as international media such as the Straits Times, Brunei Times, and the Malaysian Star.

A decades-long Silicon Valley resident with a multitude of innovative clients, she's studied the best practices of companies who've created transformation.

Rebecca is the bestselling author of 27 books, including *Leadership Lessons from Silicon Valley: How to Survive and Thrive in Disruptive Times*.

Her customized presentations are thought provoking, highly interactive, and full of immediately usable ideas. She knows what works. For three decades she's helped transform executives, managers, salespeople and customer support staff.

Videos: www.rebeccamorgan.com/video-clips/



UPBEAT AND THOUGHT- PROVOKING MUSICAL MESSAGES

JANA STANFIELD, CSP

www.JanaStanfield.com

Jana Stanfield, CSP, is a world-class musician, speaker, and co-founder of Together We Can Change the World with fellow international speaker, CSP Scott Friedman. After writing songs that put gold and platinum albums on her walls, Jana spent the last 10 years focusing on what she calls "increasing the global good."

Through their Together We Can Change the World Seminars in Southeast Asia, she teaches business leaders how to combine their unique skill set with a

positive mindset. Demonstrating the universal appeal of combining education with music and humor, Jana Stanfield delivers her entertaining and educational Keynote Concerts around the world. She was a featured TEDx speaker at NASA in the U.S., and in Chennai, India. Through her international travel business, she uses global travel as a teaching tool for experiential education and cultural connection.



GLOBAL LEADERS ACCEPT AND ACTIVELY ENGAGE IN CONFLICT RESOLUTION

RANDY KEIRN, CSP, MPA, BSN, RN

www.randykeirn.com

It's Monday morning, and your day is starting off perfectly. Mary bursts into your office, sits down and announces "I can't work another minute with John. He is rude and obnoxious, he never listens, and he's driving me crazy!"

How many times have you experienced a perfect morning gone awry by conflict issues? Except this time, there's one thing different. You have a simple, proven and easy to remember 5-point system and acronym called "CLEAR" that literally SOLVES conflicts 90+ percent of the time—regardless of the situation.

"CLEAR" transforms one of the most dreaded and avoided situations into a quick, easy-to-deal-with 5-step process—in just minutes! This isn't about theory—it's all about practical results.

Clients who have implemented Randy's Conflict Resolution System includes Harley Davidson U.S.A., Eckerd College, South Florida Hospital and participants from hundreds of governmental agencies throughout the southeast United States.

Participants will learn how to:

- develop a 5-step formula that works for 95% of all conflicts.

- master your "hot buttons" —dramatically reducing your emotional triggers.
- improve your leadership and listening skills with proven techniques and strategies.

About the speaker

Randy is an international leadership speaker, trainer, and coach with over 20 years experience. He has developed and delivered high quality interactive training—that produce results—in the areas of effective communications, conflict management, leadership development and cultural transformation.

He is an active member of the National Speakers Association and achieved the prestigious designation as a Certified Speaking Professional (CSP) in 2015, which is held by less than 12% of the professional speakers in the United States and is the author of the book CROSSfire: Taking the Heat Out of Conflict.

Videos: YouTube Channel "Randy Keirn"



CHALLENGE — THE KEY TO EXCEPTIONAL PERFORMANCE

LYNN LEAHY

www.lynn@lynnleahytalks.com

Most businesses strive to develop high performance teams. High performance teams require high performance team members. Exceptional leaders don't simply have difficult conversations when things go wrong. Instead they take an active role in developing every member of their team through regular one to one meetings which have a very focused approach.

Ensuring exceptional performance requires a leader to understand how to challenge members of their team without demotivating them. Most leaders have not been helped to understand how to sensitively challenge when coaching. Lynn will offer you best practice tips for how to transform performance through challenge when coaching.

Participants will learn:

- why coaching can transform performance.
- how Kolb's learning cycle creates continuous improvement in performance.
- key skills needed to coach -- including guidelines to challenge effectively.

- core qualities needed by a coach before any challenge is likely to be accepted.

About the speaker

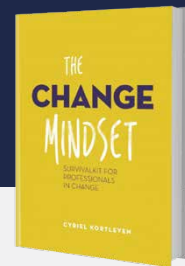
Lynn Leahy is a highly experienced speaker who has worked with teams and individuals in more than 20 countries across four continents. She has won eight awards including awards from Vistage International for her work in the UK with business leaders. She was awarded International Speaker of the Year in Australia in 2014 by The Executive Connection. Lynn is an accredited counselor and mediator who draws on her knowledge of a range of psychotherapeutic approaches in her work.



THE CHANGE MINDSET: HOW TO STAY RELEVANT IN A DISRUPTIVE WORLD

CYRIEL KORTLEVEN

www.cyrielkortleven.com



In times of transformation, we need professionals with an open mindset. We need people who dare to leave their comfort zone and suspend their judgment. We need people who explore the world from a different perspective and can turn problems into opportunities. We need people who get into action and who aren't afraid to fail frequently and move forward by utilizing BaNano actions.

Don't mind the change. Change our mind.

Participants will learn how to:

- suspend judgment and avoid idea blockers
- look from a different perspective to transform problems into opportunities
- have the courage to take small steps, fail often, implement ideas to move forward
- boost their own creative and entrepreneurial mindset and that of others

About the speaker

Cyriel Kortleven, CSP (Certified Speaking Professional) is a global speaker, author, mindset changer, motivator of change and inspiration, digital nomad, say “yes and act” rather than stop at obstacles, and most importantly change embracer.

Cyriel stimulates people to break their fixed-thinking patterns and inspires them to unleash their full potential. He has more than 15 years' experience in the fields of creativity and innovation. He delivers keynotes all over the world— in 23 different countries on five different continents.

He is an author of five books. He is the first Certified Speaking professional (CSP) in Belgium and earned the Global Speaking Fellow (one of only 35 in the world as conferred by the Global Speakers Federation).

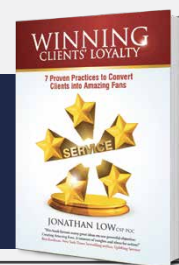
Video: mini-documentary about Cyriel's mission + show reel: <https://vimeo.com/230414504>



GLOBAL LEADERSHIP FOR SUCCESS

JONATHAN LOW, CSP, PCC

www.globalsuccesslearning.net



In a world of continual change and constant evolution, the need for leaders to be equipped with the right leadership competencies becomes even more important.

This session will identify what tomorrow's leaders will need to know, do and believe in order to successfully lead in the future.

Participants will learn how to:

- embrace the transformational leadership competencies based on their research and brain science of emotional intelligence to successfully lead in the future.
- apply the three dimensions of trust to improve the level and quality of engagement and trust-building for higher productivity and performance.
- develop the 5Cs of Mental Toughness to succeed in a demanding and fast-paced environment for leadership success.

About the speaker

Jonathan centers his speaking and leadership coaching work with organizations and senior

executives to measurably improve their leadership effectiveness and business performance especially in the areas of service quality, sales performance, leadership communication and team development. He believes that increased self-awareness accelerates professional relations and business success. Jonathan has more than 28 years of professional and international business experience in executive positions in the service industry and has worked with executives and their leadership teams throughout Asia and the Middle East.

Video:

Short version (90 sec)
<https://youtu.be/m3tLJ5RoBuo>

Extended version (5 mins)
<https://youtu.be/bmGduMzgH88>

Developing a Great Sales and Service Culture:
<https://youtu.be/li5qEj7askk>



GLOBAL LEADERSHIP IN THE ERA OF 4TH INDUSTRIAL REVOLUTION

MANOJ MENON, CFA, PGDBA

www.manojmenon.net

Emerging technologies and new business models are the engines of growth in this era of the 4th Industrial Revolution. This is having a transformational impact on existing businesses, careers and societies which face an urgent need to transform as well as reinvent ourselves. This presentation helps examine these industry trends and provides a framework for how we should embrace this new era.

Most people never find their unique gift, either because they don't realize they have one, don't believe they have one, haven't attempted to find it, or don't recognize it when it is staring them in the face.

Participants will learn about:

- emerging technologies—which where and how to integrate them into our businesses
- business Model Innovation—what are some of the common themes and key requirements for success
- implementation—best practices in how to go about developing a framework to transform and innovate.

About the speaker

Manoj Menon, is a futurist and an authority in the area of digital transformation. He helps individuals, society and businesses make sense of the fast-changing world that we live in. His presentation and workshops provide a unique view of how the world is transforming and how we can be better prepared to participate in this new era. He has spoken at over a 1000 seminars and private conferences in the last decade across all continents.

Manoj is a chartered financial analyst (CFA), has a bachelor's degree in Computer Engineering and also holds a post graduate degree in Business Administration (PGDBA). He is an author of many research studies on future industries and markets. He has appeared on major media such as CNN, BBC, Channel News Asia, CNBC and other regional media providing his opinion on major business events around the world.



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INTERNATIONAL AWARD & RECOGNITION



Mission

Transforming leaders and changing the world for the better.

Vision

The #1 global leadership development expert.

Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

Competitive Advantage Statement:

ITD World is an award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

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