

ICONIC LEADERSHIP TEAM SUMMIT

OCTOBER 19, SHANGRI-LA BANGKOK

JOHN MATTONE

6 Times **WORLD #1** Coaching Guru
& Coach to Steve Jobs

BRENDA BENCE

WORLD'S #1 Branding Professional

DR PETER CHEE

WORLD'S #1 Coaching Professional

Iconic Leaders Fireside Chat with:

WORAWAT SUVAGONDA, SCB, Chief People Officer; Personnel Management Association of Thailand (PMAT), President

DR AGAPOL NA SONGKHLA, TCC Group, Thai Group Holdings, Chief People Officer & Head of Strategy

TANUNPORN UNGTHAVORN, APAC HR Director for Taboola, & served as Regional & Country HR Leader for Netflix, Sanofi, Nike, & Citibank

AKARIN PHUREESITR, Central Pattana (CPN), Chief People Officer

SERELY ALCARAZ, ITD World, Executive Director



Thrive 5.0 Human-AI Synergy



Strategic Partners

ITD MEGA GURUS EVENT

Learn from the **WORLD'S #1**

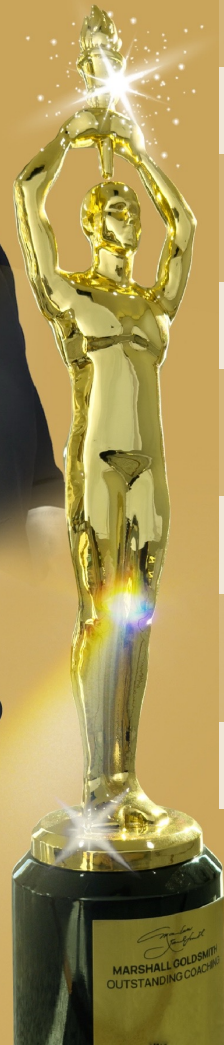
Best to be the Best





ICONIC LEADERSHIP TEAM SUMMIT

Thrive 5.0
Human-AI Synergy



TIME	ACTIVITY
8.00am	Registration
8.30am	Iconic Leaders Fireside Chat with JOHN MATTONE (Live-in-Person) Future-Fit-Future-Ready Leadership in the AI Era
10.30am	Networking Break & Book-Signing
10.45am	BRENDA BENICE (Live-in-Person) Strengthen Your Leadership Brand & Executive Presence
12.45pm	Networking Lunch, CCMC, CCMP, CTP & ITD World Alumni Gathering
2.00pm	DR PETER CHEE (Live-in-Person - Part 1) 10X Innovation Coaching & High-Performance Culture in the AI Era
3.30pm	Networking Break & Book-Signing
4.00pm	DR PETER CHEE (Live-in-Person - Part 2) 10X Innovation Coaching & High-Performance Culture in the AI Era
5.30pm	Closing

KEY

Benefits & Objectives

- * **GAIN** wisdom, expertise, and prominence from top global gurus
- * **NETWORK** with industry leaders and share the latest best practices
- * **ACCELERATE** learning with cutting-edge with tools, tips, & techniques
- * **ENABLE** profound leadership team transformation to thrive in the AI era
- * **MOTIVATE** and inspire the leadership team to deliver sustainable results



- * CEO's, Presidents, Directors, Key Leaders and Talents
- * Leaders from HR, OD and Learning & Development, and Talent Management

WHO

Should Attend

FUTURE-FIT- FUTURE-READY ICONIC LEADERSHIP FIRESIDE CHAT

In this iconic fireside leaders chat, **JOHN MATTONE**, the coach to Steve Jobs, engages in a powerful conversation with iconic leaders on fostering Future-Fit-Future-Ready Leadership to thrive in the AI era.

They touch on how leaders rise above disruption and complexity of industrial revolution 5.0, AI agents, automation, and the future of work, by developing the mindset, agility, courage, resilience, and strategic foresight

They will touch on the capabilities leaders need for to win over challenges and enable results with coaching culture and outstanding leadership.

Peter, Brenda & John ►



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Your Global Coaching &
Leadership Development Partner

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ICONIC LEADERS FIRESIDE CHAT PANEL



▲ Akarin, Serely, Dr Agapol, Tanunporn & Worawat

- * **JOHN MATTONE** is the 6 Times World #1 Coaching Guru on Global Gurus and has coached many iconic leaders, such as Apple founder, Steve Jobs.
- * **WORAWAT SUVAGONDA** is the Chief People Officer for SCB Bank and President of Personnel Management Association of Thailand (PMAT), and a Certified Master Coach (CMC).
- * **DR AGAPOL NA SONGKHLA** is the recipient of the Marshall Goldsmith Outstanding Coaching Leader Award. He is the Chief People Officer & Head of Strategy at Thai Group Holdings, TCC Group, and a Certified Chief Master Coach (CCMC).
- * **TANUNPORN (ANN) UNGTHAVORN** has over 24 years of experience in HR. She is the APAC HR Director for Taboola, and served as Regional & Country HR Leader for Netflix, Sanofi, Nike, & Citibank.
- * **AKARIN PHUREESITR** is a HR leader with a proven track record in business and HR. He is the Chief People Officer for Central Pattana (CPN), and a Certified Master Coach (CMC).
- * **SERELY ALCARAZ** is the ITD World executive director and developed leaders globally for over 30 years. She was Chairperson of the Philippine Society for Training & Development (PSTD).

ICONIC LEADERS FIRESIDE CHAT (cont'd)



During this highly engaging fireside chat, you will:

- * **GAIN** real-world insights from top global gurus and iconic leaders across industries.
- * **DISCOVER** what it takes to become future-fit and future-ready in the AI era.
- * **UNDERSTAND** the mindsets leaders need to stay focused, agile, courageous, and resilient.
- * **EXPLORE** how leaders can inspire greatness through change and uncertainty.
- * **UNCOVER** practical ways to lead transformation, innovation and culture change.
- * **LEARN** how to strengthen trust, collaboration, ownership, and accountability.
- * **EMBRACE** future-ready leadership that creates sustainable results and lasting value amid AI challenges.

▲ Tanunporn, Akarin, Dr Agapol, Dr Marshall & Worawat

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JOHN MATTONE

6x World #1 Coaching Guru & Coach to Steve Jobs

- 1 → Executive Coach of Steve Jobs, Apple's late founder & the CEO of Pepsico
- 2 → 6 Times World #1 Coaching Guru on Global Gurus
- 3 → World #1 leadership coaching blog by Feedspot.com
- 4 → Author of 10 books, including four best sellers on Amazon, Inc. Magazine
- 5 → Master Corporate Executive Coach (MCEC) certification from The Association of Corporate Executive Coaches, only one of four certified globally
- 6 → Created the Intelligent Leadership (IL) Executive Coaching philosophy and process





Strengthen

LEADERSHIP BRAND & EXECUTIVE PRESENCE

* COURSE OVERVIEW

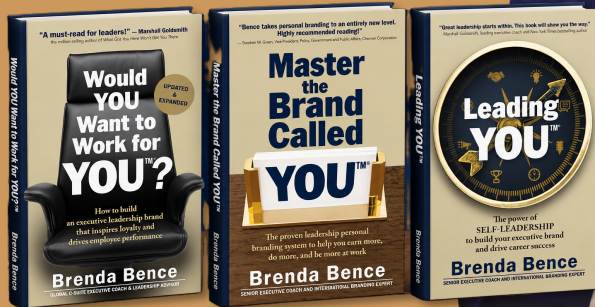
STRENGTHEN YOUR LEADERSHIP BRAND & EXECUTIVE PRESENCE

BRENDA BENCE

C-Suite Executive Coach



World's #1 Leadership Branding Guru **BRENDA BENCE** will show you how to successfully craft and communicate your own unique brand as a leader within your organization. Whether you are an individual contributor focused on “self-leadership” or whether you are actively leading others, this program will teach you how to **define** and **build your own distinctive brand** so that you can do more – and be more – in work and life.



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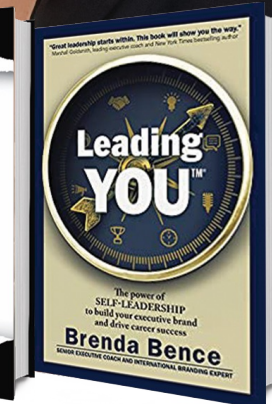
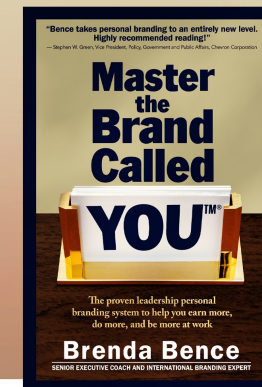


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During this highly interactive and engaging presentation, you will:

- * **DISCOVER** what Leadership Personal Branding is, and why it's so critical for both your own success as a leader and for the success of your team and organization.
- * **UNDERSTAND** the three foundational steps to mastering your brand as a leader.
- * **EXPLORE** how the same core elements that have built every famous global brand can be applied directly to "YOU™®" -- The Trademarked You.
- * **FIND OUT** the five activities you do every day at work that most impact how your leadership brand is being communicated – to superiors, peers, direct reports, clients, and others.
- * **UNCOVER** critical Executive "Leadership Brand Busters™" that can damage your brand and diminish your presence.
- * **BOOST** your gravitas by getting clear on what "Executive Presence" really means and the impact it has on your brand – and your future career.
- * **GAIN** helpful, pragmatic tips that you can implement immediately to strengthen your Executive Presence.
- * **FULLY EMBRACE** Leadership Personal Branding as a "mindset" that can help you achieve more in your career, ultimately bringing greater fulfillment in work and life.

- 1 → #1 Branding Professional by Global Gurus
- 2 → Built mega brands for Fortune 100 companies, including Procter & Gamble and Bristol-Myers Squibb
- 3 → Served in senior leadership positions for brands across 50 countries.
- 4 → Consistently in the Top 10 World's Coaching Professionals, Global Gurus
- 5 → Authored 11 books including Master the Brand Called YOU
- 6 → MBA from Harvard Business School
- 7 → Coached and developed over 1000 senior leaders from 60 nationalities across six continents and 70 industries, including Microsoft, Mastercard, Ogilvy, PWC, Standard Chartered, Johnson & Johnson and UBS





DR
PETER
CHEE



* COURSE OVERVIEW

10X INNOVATION COACHING & HIGH-PERFORMANCE CULTURE IN THE AI ERA

The World #1's Coaching Professional DR PETER CHEE shares with you his wisdom, expertise, and proven methodologies to transform teams for high performance by enabling 10X Innovation Coaching for driving transformation towards breakthrough results in the AI era.

Break free from limitations, strengthen resilience, and execute effective strategies for sustainable competitive advantage. Discover how the 10X mindset proliferates across teams as a high-performance habit and culture to accelerate innovation, drive growth, and enable outstanding results.

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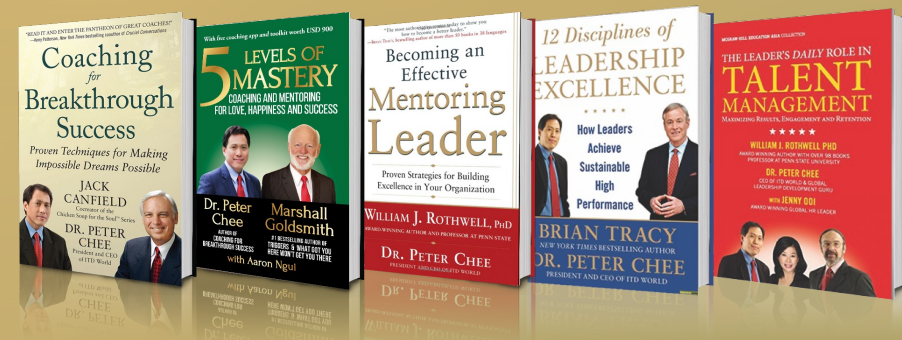
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* COURSE OVERVIEW (cont'd)

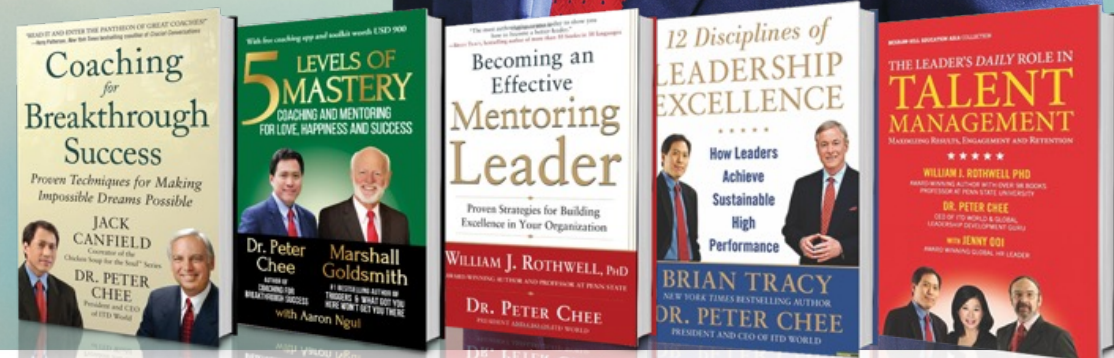
In this highly engaging and interactive session, leaders and their teams gain the opportunity to:

- * **DISCOVER** the Best Practices of 10X Innovation Coaching
- * **ENGAGE** in profound diagnosis & analysis for high performance
- * **EMBRACE** the essence of 10X Innovation Coaching to effectively create game-changing innovative disruption
- * **EMPLOY** the 10X approach to profoundly transcend limiting beliefs and enable breakthrough results
- * **MASTER** Disruptive 10X Innovation Coaching to fuel innovative thinking & synergies in the AI era
- * **CREATE** accelerated 10X strategies, tactics, & action plans for massive execution
- * **DELIVER** 10X execution and exponential growth presentations effectively
- * **UNLEASH** the power of high-performance coaching culture and drive 10X growth to thrive sustainably with AI.



World #1 Coaching Professional DR PETER CHEE

- 1 → President and CEO of ITD World who has trained & developed leaders from over 80 countries
- 2 → World #1 Coach for Strategic Innovation awarded by Dr. Marshall Goldsmith
- 3 → Ranked #1 Coaching Professional by Global Gurus
- 4 → Co-author of books with top global experts - Jack Canfield, Brian Tracy, William Rothwell and Marshall Goldsmith
- 5 → Creator of Coaching for Breakthrough Success & The Situational Coaching Model, Certified Chief Master Coach (CCMC) program
- 6 → Passionately coaches global leaders via his signature Sunrise Eureka Beach Coaching (SEBC) & champions the 100million leaders mandate to for a better world
- 7 → Recognized in the inaugural Coaches50 by Thinkers50, honoring the world's most influential executive coaches
- 8 → Doctor of Business from University of South Australia



LEARN FROM THE BEST TO BE THE BEST

* FEES



FEES

HRDF CONTRIBUTORS

ITD WORLD ALUMNI**

RM1,750

(Register before
15 September 2026)

* All fees exclude VAT, SST, and Taxes

** Special 1-free-1 package for ITD World Alumni

* FEES

FEES

INTERNATIONAL

**SUPER
EARLY BIRD**
(Until 31 July 2026)

USD 400

EARLY BIRD
(Until 15 Sept 2026)

USD 475

NORMAL
*(16 Sept 2026
onwards)*

USD 550

* All fees exclude VAT & Taxes

* FEES

FEES

THAILAND

**SUPER
EARLY BIRD**
(Until 31 July 2026)

BAHT 13,000

EARLY BIRD
(Until 15 Sept 2026)

BAHT 15,600

NORMAL
*(16 Sept 2026
onwards)*

BAHT 18,000

* All fees exclude VAT & Taxes

* FEES

FEES

PMAT

PMAT Members

Standard fees

**SUPER
EARLY BIRD**
(Until 31 July 2026)

BAHT 9,750

BAHT 13,000

EARLY BIRD
(Until 15 Sept 2026)

BAHT 11,250

BAHT 15,600

NORMAL
*(16 Sept 2026
onwards)*

BAHT 13,500

BAHT 18,000

* All fees exclude VAT & Taxes

** PMAT Special Event Partnership Discount: 25%



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/ ITDWORLD

MALAYSIA

ITD PENANG (Head Office)

Tel: +604 228 3869

E-mail: itdpg@itdworld.com

ITD KUALA LUMPUR

Tel: +603 6203 3880

E-mail: itdkl@itdworld.com

U.S.A

ITD U.S.A

Tel: +480 545 2878

E-mail: itdusa@itdworld.com

AUSTRALIA

ITD AUSTRALIA

E-mail: itdaustralia@itdworld.com

SINGAPORE

ITD INTERNATIONAL PLE LTD

Tel: +65 85 556 001

E-mail: itdsg@itdworld.com

THAILAND

INTERNATIONAL ITD LTD

Tel: +662 116 9336 to 7

E-mail: itdbkk@itdworld.com

VIETNAM

ITD VIETNAM

Tel: +84 28 38 258 487

E-mail: itdhcmc@itdworld.com

PHILIPPINES

ITD CONSULTING GROUP INC

Tel: +632 8887 7428

E-mail: itdmanila@itdworld.com

INDONESIA

ITD-GLC

Tel: +6221 2930 8710

E-mail: itdjakarta@itdworld.com

MYANMAR

ITD - BCTC

Tel: +959 765 222 103

E-mail: itdmyanmar@itdworld.com

BANGLADESH

INTERNATIONAL ITD LTD

Tel: +880 173 070 4688

E-mail: itdbangladesh@itdworld.com

MEDITERRANEAN

ITD MEDITERRANEAN

Tel: +90 532 263 6666

E-mail: itdmediterranean@itdworld.com

BRAZIL

ITD BRAZIL

Tel: +55 11 99961 9706

E-mail: itdbrazil@itdworld.com

EUROPE

ITD EUROPE

Tel: +55 11 99961 9706

E-mail: itdeurope@itdworld.com