This workshop is not just theory! It is specifically designed for HR professionals, OD professionals, senior management and CEOs to craft a ‘Specifically Tailored Organizational Culture Change Action Plan’ for your organization. At the end of 2 days, you will have a clearly defined strategy to affect visible culture change results within 3 months.

**Must Attend for:** CEOs, VPs/Directors/Heads/Managers of Organisational Development, Organisational Culture, Human Resources, People Development, Training & Development, Communications, Engagement, Operations

**Learning Objectives**

- To facilitate clarity in the gaps between what culture you actually have and the culture you desire
- To support your culture process with the Proven Culture Change strategies we have used globally with a 100% success rate
- To facilitate an understanding of the barriers to achieving the desired culture
- To identify areas of your desired culture that may be creating emotional conflicts that prevent its attainment
- To identify culture gaps in your organization that are affecting your staff to be under achievers
- To facilitate the steps required to close gaps that will realize your desired culture
- To support creation of hiring processes to Hire for Cultural Fit to perpetuate and influence the right culture

**Ranked as one of the Global Top 10 Most Influential Leadership Gurus**

Arthur Carmazzi
Founder and Chief Awesomeness Officer
DIRECTIVE COMMUNICATION PSYCHOLOGY

- 21 years of experience specialising in psychological approaches to leadership and corporate culture transformation
- Developer of the CBCI (Colored Brain Communication Inventory) and HDMA Emotional profiling tools used for “Psycho-Productivity” management

**BY POPULAR DEMAND!**

**ORGANISATIONAL DEVELOPMENT WORKSHOP** Design Your Organisational Culture Development Action Plan

2-3 December 2015 | Singapore

**Contact Me to Register:** Nur Fadilla | Tel: (65) 6423 4631 | Email: info@hrmasia.com.sg
Arthur is a senior consultant, advisor and mentor within the areas of Change Leadership and Leadership Development, Organizational Development, and Corporate Culture Change.

Ranked as one of the Global Top 10 most influential Leadership Gurus, Arthur has 21 years of experience, specialising in psychological approaches to leadership and corporate culture transformation. He is a renowned motivational leadership keynote speaker and trainer in the Asian Region and has advanced Corporate Training with innovative techniques and tools that have been acknowledged by some of the world’s greatest organizations. He is a bestselling author of “The 6 Dimensions of Top Achievers”, “The Colored Brain Communication Field Manual”, “Identity Intelligence”, “Lessons from the Monkey King” and “The Psychology of Selecting the RIGHT Employee”.

Arthur’s exposure in Asia and the Middle East take him to diverse cultures as he passes on his exuberant energy, experience, foresight and comprehensive toolbox on Change Leadership and Leadership Development, Organizational Development, and Corporate Culture Change. With his global consultancy business based in Bali, and having spent the last 19 years in Indonesia, Korea, and Singapore, he is very aware of cultural and business insights from Asian region.

Arthur represents a revolutionary approach applying his Unique Brand of Group Psychology, “Directive Communication” (DC) to include consulting, Advisory Services, Organisational and Leadership Assessment and mentoring. His global Clients often establish long-term programs with him and his group of experience rich DC Psychology licensees within the "DC 360 Total Organizational Development" framework for Objective Focused training and people development.

Arthur’s celebrated High Energy style combined with his UNIQUE and Implementable Content for Leadership and Organizational Change have made him one of the most sought after global speakers. His DC Psychology based, “Fun” but informative Action Focused programs get audiences to make realisations that turn into real action.

Testimonials:

“Arthur’s 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 F. Carmazzi and his technology to any organization wishing to make the most of their human capital.”

-Director of Human Resources, MTV Asia-

"Captivating, Motivating and Inspiring! Make us realize the value of leadership not only within our immediate surroundings but well beyond. Prompts us to earnestly search for our real purpose in life and that alone can make a difference in our organization family and society."

-Team Leader, Strategic Planning and Research, State Bank of Mauritius Ltd-

“Arthur has far exceeded the expectations we had for this exercise. His process for developing a vision and mission seemed unorthodox but delivered more than projected. The exercise determined a clear strategic direction and unified key stakeholders to make a notable difference in the project’s success. We will be using Arthur again in future projects and recommend him with high regard.”

-Senior Project Advisor, UNDP (United Nations Development Program)-

“The program was an eye-opener and a journey of self-discovery. Arthur was very inspiring, able to instil the emotional tools in me needed for making a change in my organization and in really connecting with people. He is also entertaining and educational which turned the program into an enlightening experience. This is a program which I highly recommend, excellence through experiential/earning.”

-Vice President, Citibank (Malaysia)-
ORGANISATIONAL DEVELOPMENT
WORKSHOP
An Interactive Journey of Discovery That Builds Organisational Leaders from the Inside Out

AGENDA

DAY 1, WEDNESDAY, 2 DECEMBER 2015

Module 1
Foundation of Group Dynamics Psychology
• Introduction to Directive Communication Psychology
• Perception vs. Reality
• Foundations of Blind Agreement and Blame
• Foundations in Subjective Reality
• Foundations of frustration
• Principles of Group Motivation

Module 2
Corporate Culture - What, Why, and How
• Organisational Communication Assessment
• What makes corporate culture
• The roles of leaders in corporate culture
• Effects of individuals in corporate culture
• Corporate culture case study
• Fundamentals of corporate culture change

Module 3
The Effects of Key Influencers in Corporate Culture
• How to identify key influencers
• How to find if negative key influencers can become positive
• Strategies if they cannot
• Maximising the power of natural influence toward corporate culture

Module 4
Personal Awareness, Leadership & Effects on Organisation
• Personal Awareness
• Personal Character Assessment
• Effects on Organisation
• Leadership Identity
• The psychology of cast separation
• Identifying the areas of culture that should be improved
• Setting the stage for improving corporate culture
• Creating the system for sustainability
• Becoming an environmental leader

Module 5
ACTION PLAN PART 1: Culture Revolution Process
• Introduction to the Culture Revolution process
• 5 factors that ALL employees and management want in their Ideal Work environment and how you can leverage on it
• Facilitation for defining your current culture
• Facilitation for defining you desired culture
• Facilitation for defining the gaps, barriers, and psychology
• Assigning gaps, barriers, and psychology to Culture Revolution proven processes

DAY 2, THURSDAY, 3 DECEMBER 2015

Module 1
The Psychology of Productivity, Creating a Leadership Enriched Environment
• Instilling Vision
• People systems
• Herd mentality
• Building Guiding Principles
• The weakest links
• The psychology of time

Module 2
The 5 Evolutions of Corporate Culture — Where Do You Stand?
• The blame culture
• The multi-directional culture
• The live and let live culture
• The brand congruent culture
• The leadership enriched culture

Module 3
Types of Conflict and How They Affect Culture and Performance
• Reality Perception conflict
• Creation conflict
• Chemical conflict
• Reactive conflict
• Ego centred conflict

Module 4
Behaviour Modification — What, Why and How
• Assembling what you have learned
• What behaviours create what results
• The emotions behind behaviours
• How to set the foundation to lead for behaviour modification
• Culture Evolution Catalysts

Module 5
ACTION PLAN PART 2: Culture Revolution Process
• Defining the impact of culture on your people and their performance
• Identifying emotional conflicts that may be creating barriers to the ideal culture
• Identifying Employee defined issues and how you can use them to speed up culture change
• Culture Revolution processes to harness employee power
• Facilitation to identify key influencers in your organization
• Facilitation to harnessing the power of these people to close gaps
• Facilitation to complete action plan and processes to achieve your desired culture with How, Who and When
• Setting up your culture-based hiring systems
**ORGANISATIONAL DEVELOPMENT WORKSHOP**  
2-3 December 2015 | Singapore  
Registration includes: Presentations, luncheons, networking sessions, refreshments and delegate pack

**Sign Up**

**Early Bird Special**  
For registration and payment received by 20 Nov 2015

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☐ 10% off for group booking of 3 delegates and above

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<tr>
<td>Position:</td>
<td>Telephone: (65) 6423 4631</td>
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**Terms & Conditions**

The organizers reserve the right in unforeseen circumstances to change the content of any published particulars without liability. Payment must be received prior to the event. This registration form is not applicable to Service Providers and Vendors who are welcome to email us at info@hrmasia.com.sg to find out more on how to participate in our congresses. HRM Asia reserves the right to refuse registration without further explanations. All cancellations must be received in writing 28 days prior to the event or 100% cancellation fee applies. In the event that a registered attendee fails to attend, 100% of the event fee remains.

**Data Protection**

The personal information entered during your registration/order, or provided by you, will be held on a database and may be shared. Occasionally, your details may be obtained from or shared with external companies who wish to communicate with you offers related to your business activities. If you do not wish your details to be used for this purpose, please contact our database department at email: info@hrmasia.com.sg, Tel: +65 6423 4631 or Fax: +65 6423 4632.