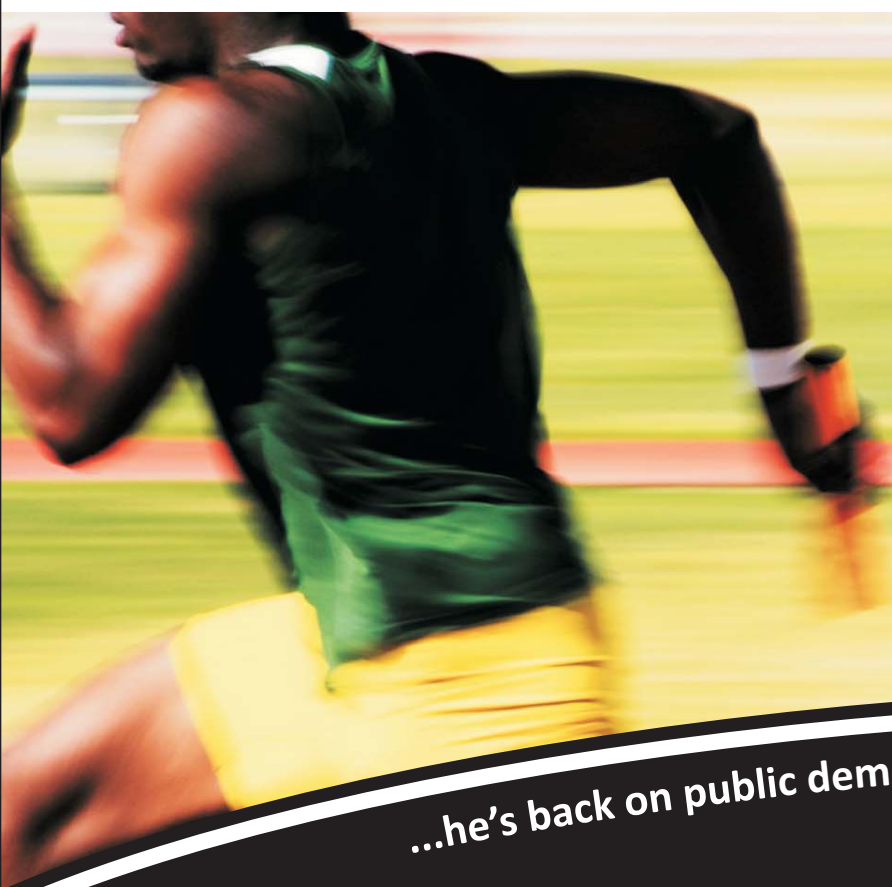


28  
SEATS  
ONLY

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“Excellent! Simon managed to balance everyone’s needs. By making it highly interactive, he made everyone really practice & improve”

*Engro Corp*

“The course was very helpful. It gave me opportunity to learn and practice at the same time and the opportunity to do it with an expert”

**Unilever Pakistan**

...he’s back on public demand!



**Simon Bucknall**

Director  
Art of Connection

European Champion of  
Public Speaking

# CHANGE LEADERSHIP

Putting people at the heart of change

19 - 20 July 2010

Karachi Marriott Hotel

22 - 23 July 2010

Pearl Continental Hotel, Lahore

Digital Media Partner

**S**YMMETRY  
playing with digital media

Technology Media Partner

**CIO**  
Pakistan

## Change Leadership

You may be restructuring your team. You may be leading a business turn-around. Or you may simply want to make a big impact in your new role.

Either way, to lead, influence and inspire Change poses a tough challenge for any professional. Many training courses in this field treat Change as a process requiring management. But this new, interactive two-day course is different. It treats Change as a campaign requiring leadership - whether you're building support among colleagues, communicating your vision, or seeking to inspire the hearts and minds of others.

Equipping you with practical tools and insights, this course offers a unique 'safe environment' in which you can develop people-centred solutions to the real-life 'Change Challenges' that you face.

**Important:** This highly interactive course puts 'people' - not spreadsheets - at the heart of Change. As a participant, please bring your own personal experiences and 'Change Challenges' into the training room – and expect to share them!

## What Others Say About Simon...

*"Thank you again for your first-class delivery at our National Convention. As before, I was impressed by your knowledge of our industry, your energy and your humorous performance. I would have no hesitation in recommending your services to others."*

**Ashley Law Ltd**

*"Simon has done a fabulous job presenting to large audiences on a London-wide basis. Immensely professional, connecting strongly with his audience and his messages are easy to understand and implement."*

**London Division Governor**

## Who Should Attend

This course is aimed at senior and mid-level managers, who play a leading role in change initiatives within their organisation. It will be particularly suitable for newly promoted executives who are now having to operate at a more strategic level. To gain maximum benefit, you should expect to share real-life 'change challenges' during the course. This is a practical and interactive programme, designed to give you cutting-edge insights and tools that you can implement right away.

**Please note:** This course focuses on communication and people-centred dimensions of change leadership. It is not suitable for executives seeking to develop tactical skills in project management.

# Course Structure

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## *Introduction*

- ✎ Icebreaker exercise: build group rapport
- ✎ Outline course objectives
- ✎ Self-analysis of past experience and skill in handling change

## *Module 1 – The Change Landscape*

- ✎ Discover the 3 Biggest Mistakes in change leadership
- ✎ Identify potential benefits, obstacles and frustrations
- ✎ Top Tips for succeeding where others fail
- ✎ Experience for yourself the toughest challenge for any change leader!

## *Module 2 – A New Road Map*

- ✎ Gain fresh perspectives on the realities of 21stC change
- ✎ Acknowledge the complexities of the challenge you face
- ✎ Structure your strategic thinking clearly
- ✎ Boost your chances of success in overcoming future obstacles

## *Module 3 – ‘The Big What?’*

- ✎ Search for the ‘Magic Bullet’
- ✎ Explore the true impact of your change initiative
- ✎ Establish the fit between your ‘business imperative’ and ‘change solution’
- ✎ Benefit from peer-to-peer experience
- ✎ Develop your own interpersonal skills as a coach

## *Module 4 – Understanding Me*

- ✎ Discover the power of leading beyond authority
- ✎ Identify and exploit your ‘buckets of influence’
- ✎ Identify the right strategic approach for you
- ✎ Explore your true strengths and limitations

as a change Leader

## *Module 5 – Motivating Others*

- ✎ Empathize with the ‘follower’s perspective’
- ✎ Understand what drives human behaviour
- ✎ Increase the chances of securing other people’s buy-in
- ✎ Identify your ‘burning platforms’
- ✎ Identify and build your campaign team
- ✎ Ensure a strategic mix of skills and experience

## *Module 6 – A Compelling Vision*

- ✎ Pick up techniques for changing the way others think, feel or act
- ✎ Craft a compelling vision for change
- ✎ Learn how to communicate a message that sticks
- ✎ Gain personalized feedback

## *Module 7 – The Low-Hanging Fruit*

- ✎ Understand the importance of short-term wins
- ✎ Prioritise the strategically important projects
- ✎ Ensure visibility with the right people

## *Module 8 – ‘Hard-Talk’*

- ✎ Anticipate the tough questions when communicating change
- ✎ Gain new techniques in handling Q&A
- ✎ Hone your communication skills under pressure
- ✎ Structure your thoughts clearly when speaking impromptu

## *Module 9 – Staying The Course*

- ✎ Establish new ways of operating
- ✎ Embed the values
- ✎ Exploit the power of stories
- ✎ Make your change stick!

## Your Course Facilitator

### Simon Bucknall

Director, Art of Connection  
European Champion of Public Speaking

Holder of six national and international public speaking titles, Simon is an expert in helping professionals to lead, influence and inspire change.

His career background includes experience of global executive recruitment with Russell Reynolds Associates and brand strategy consulting and innovation, serving blue-chip clients in retail, healthcare and food manufacturing.

In 2005, Simon led a literal 'campaign for change', building and leading the team that secured the election of England's youngest Member of Parliament, coming from third place to win. Twice crowned GB & Ireland Champion of Public Speaking, today Simon delivers programmes in communication and leadership to help his clients change the way their audiences think, feel and act.

Simon has a B.A. in Modern History from Oxford University and a M.A. in Chinese Studies from the London School of Oriental & African Studies.



For onsite customized programs by **Simon Buknall**  
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Cell: +92 321 278 1000

## Workshop Investment:

**Rs. 38,500/- Per Participant**

**\*Early Bird Discount: (Before 10<sup>th</sup> July 2010)**

**Rs. 36,500/- Per Participant**

**\*Every 4<sup>th</sup> Participant from the same organization will attend**

**FREE**

Includes course ware, Terrabilz certificate, lunch, refreshments and business networking.

## Registration Note:

Participation will be confirmed subject to receipt of payment.

Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabilz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabilz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabilz reserves the right to cancel or postpone the event.

## TerraBiz

Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 2.5 years of our operations. Among our more recent event was the 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabilz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabilz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'09, Karachi in November 2009. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

MPF also engaged us for Entrepreneurship 09 Conference in August 2009 which is being repeated this year as well. Terrabilz Human Capital Management Conferences which were held in Karachi and Lahore in April 09 and July 09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured.

Terrabilz organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabilz has also organized some events with Google Pakistan.

Terrabilz is responsible to produce a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company. As part of our operations, we also facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Mobilink, Ufone, Zong, Wateen Telecom, Telenor, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, CDC, HUBCO, and Aga Khan University et al.

Send your cheque in favor of "Terrabilz"  
to **Murad Hassan**

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