

How to Communicate for Influence, Impact & Results:

Superior Communication Strategies for Executives!

16 July 2009

Marroitt Hotel, Karachi

Timing: 9 am to 5 pm

Objectives:

- Communicate with power & impact so people take effective action when you speak
- Manage and lead teams for bottom line results: impact group behavior and actions
- Create lasting team cohesion and focus, so everyone is aligned and focused
- Establish immediate trust and credibility: a critical factor in leadership success
- Give effective & powerful feedback for greatly raising performance & standards
- Learn powerful & results driven, influence and negotiating skills

Today's executives are under constant pressure to deliver at higher and higher levels. Effective communication that gets people to take the right actions, consistently so that results are delivered – is an invaluable skill. In this workshop you'll learn fundamental skills and strategies that will streamline your communication, make it commanding and focused so that it gets bottom line results.

You'll eliminate wasted effort and energy by developing strategies that will position you as a natural leader. People you communicate with will be moved to action and the result will be higher levels of performance and motivation.



Asad Rezzvi

"At the DHL annual company kickoff event, called JUNOON 22, we needed someone to fire up the entire top management and the nationwide sales staff, a total of over 100 people. Asad was excellent! He got everyone fully passionate, inspired and energized. I fully recommend Asad's trainings. He knows what peak performance really is!"

Safaraz Siddiqui, Managing Director DHL

Here is a partial list of some companies who have engaged Asad Rezzvi:



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Course Facilitator

Asad Rezzvi CEO, E³ Global

Asad Rezzvi is the CEO of E Cube Global, a U.S. based firm that does training and development with organizations world wide. He is an authority in the field of Peak Performance and Influence Psychology. Asad has a Psychology degree from the University of California at Berkeley. He's been trained with Anthony Robbins (Harvard Business Review calls him, "one of the top business engineers in the world") in the multi training, intensive training program, including the elite Leadership Academy for which he was invited on scholarship. Asad was also personally invited by Mr. Robbins to attend his prestigious DWD Leadership training event. Asad was also invited to speak at a regional Conflict Negotiating Conference held in conjunction with the Mayor of Los Angeles's office, conducted at University of California Los Angeles.

The Robbins-Madanis Center for Strategic Intervention in San Diego has produced and released a documentary film [www.robbsinmadanis.com/products] featuring Asad, shot live on the day of 9/11, which was shown on CNN Larry King Live. Asad is also the author of a memoir, named My Jihad, a personal account soon to be published by a major New York publishing house.

Asad consults with businesses and individuals in the United States, Pakistan, Japan and Singapore. He has worked with CEO's, Silicon Valley entrepreneurs and Multinationals. He has regularly addressed public and private seminars for the last 13 years, the largest being a leadership conference with 2000 people from 40 countries.

In Pakistan he has conducted corporate and private seminars, which have brought to light the dramatic results he achieves in creating real and lasting behavioral shifts. As a result he's been invited to appear on TV (Dawn, HUM, Indus Plus, ARY, TV-1, PTV) several times.

Asad also contributes his time and energy to support the less fortunate. For the last 9 years he has galvanized an army of people under his leadership to gather donations, purchase food and deliver it, each year, to homes of over 1000 families in disadvantaged neighborhoods.

When not working, Asad engages in competitive martial arts in USA and Thailand. He is a black belt in the most dangerous martial art in the world called Muay Thai.

The true hallmark of all effective and powerful leaders is the ability to communicate in a way that moves people to take inspired action!

Asad Rezzvi

Course Benefits:

- Learn to move and inspire people to take effective action
- Learn to communicate for achieving specific and measurable results
- Learn to develop real, long lasting relationships that increase speed of business
- Greatly reduce/eliminate misunderstandings and communication roadblocks
- Gain a significant upper hand in negotiations understand others

You are a good communicator if:

- You are aware of the non verbal message you give ANY time you communicate
- You know the outcome of your communication BEFORE you begin
- You understand the quality of your communication determines the response you get
- You have a great deal of understanding and appreciation of other people's world
- You're aware of your own filters and other people's filters of communication

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TerraBiz

Training | Conferences | Exhibitions

Terrabiz is a business information firm, having managed and organized over 20 events of various calibers during the last ten months of our operations. The events, from initiation to conclusion, are handled by a team of professionals, who have a combined experience of organizing over 250 national and international events.

Among most recent events is the 11th Convention of the Management Association of Pakistan which was held in December last year in Karachi. The MAP convention has become the benchmark against which all business conferences are measured.

In addition, Terrabiz 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. Terrabiz is also organizing an HR Conference, titled, HR's Integral Role in Tough Times at Karachi scheduled to take place on 18th April. Following this is the Media, Entertainment and Marketing Festival.

For further details on Terrabiz and their upcoming events please visit: www.terrabizgroup.com

Register Today

Tel: 021-4550431, 4550319,
Cell: 0300-9220647, 0321-2781000
Fax: 021-4557264,
E-mail: register@terrabizgroup.com
www.terrabizgroup.com

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 acknowledged by Terrabiz.

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 Terrabiz 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 circumstances, Terrabiz reserves the right to cancel or postpone the event.

To receive this brochure by e-mail, drop us a line at:

info@terrabizgroup.com

For onsite customized programs by **Asad Rezzvi**,

Please contact Arsalaan Haleem at arsalaan.haleem@terrabizgroup.com or call at 0345-2666178

Workshop Investment:

Rs. 12,500/- per participant

Early Bird Discount

Every nomination before July 5 2009 will avail 10% discount

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

Registration & Payment Options

- E-mail or fax your nomination(s) to:
E-mail : register@terrabizgroup.com
terrabizgroup@gmail.com
Phone : 021- 4550431 Fax: 021-4557264
- Send your cheque in favour of
"Terrabiz" to: Murad Hassan
Suite # 403, Shahwar Trade Centre,
Above Standard Chartered Bank, Allama Iqbal Road branch,
P.E.C.H.S, Block 2, Karachi, Pakistan.
Tel: 021-4550431, 4550319
Cell: 0300-9220647, 0321-2781000

Upcoming Events



Compensation & Benefits Day
June 29 2009, Karachi



Human Capital Management
July 22 2009, Lahore



Marketing Conference
July 29 2009, Karachi

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Course Outline:

Define leadership in terms of effective communication strategies

- Define leadership communication: what it is & is not; who are true leaders
- Psychology of influential communication: dissecting the source of power – state mgmt
- Story of Ronald Reagan vs. Mikhail Gorbachev at SALT – true leadership in action
- Clip: speaking not just with word but with power, impact and energy
- Exercise: psychology in action – engage another person and dissect their psychology

Influence is not a soft skill but a hard edge economic driver: a tangible asset

- Define communication: what it is and is not, make it tangible – an objective reality
- Using the most powerful leverage in communication to your advantage
- What is the right way & the wrong way of communicating

Trust: what is it and why it's critical to establish it immediately

- How do people trust? Why is it a critical factor in creating business relationships?
- What is credibility? What is authenticity and why it is critical in influential communication?
- Establish rapport immediately – the most significant factor that drives business
- Speed of business is determined by credibility & trust: critical skills
- Exercise: get objective feedback on how much you are trusted

Influence is trust and credibility in action

- Use techniques of influence to establish credibility ahead of time
- Action speaks louder than words: deliver results
- To be influential talk less and listen more: look for critical cues & use them to influence
- Don't give what they want; give what they need: needs override wants

“A very different and excellent learning experience, made me think differently and see the role of strategic thinking in being a better leader.”

Pervaiz Ahmed, Managing Director, Bristol Myers Squibb

Bring

Asad Rezzvi

Inhouse

Please contact

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