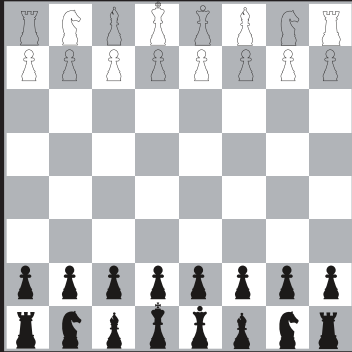


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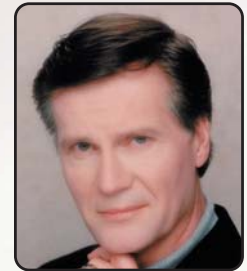
The Power of

STRATEGIC LEADERSHIP

Fight the 7 Deadly Sins of Management

01 March 2011 | Sheraton Karachi Hotel

04 March 2011 | Pearl Continental Hotel, Lahore



by **Dr. Ted Marra**
Managing Director
**Centre for Innovation
Management Europe, Ltd.**

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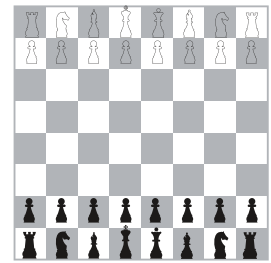
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The Power of
**STRATEGIC
LEADERSHIP**

Fight the 7 Deadly Sins of Management



01 March 2011 | Sheraton Karachi Hotel | 04 March 2011 | Pearl Continental Hotel, Lahore | 9:00 am to 5:00 pm

Purpose

When interviewing many senior executives of even well-known organisations around the globe, they often state that they spend no more than 5-10% of their time thinking strategically. Experience over the past 30-40 years has shown clearly that the 80% of the reason why even good businesses under-perform or fail is due to a FAILURE IN LEADERSHIP. The purpose of this programme is to understand clearly the critical strategic issues which should be the focus of leadership if they are to ensure competitive advantage, profitable growth and sustainability of their organisations. At the same time, they need to understand what behaviours and practices can destroy an organisation most quickly and how to combat them successfully.

Program Overview

This programme is NOT BASED ON THEORY. Everything that is discussed will be based upon best practices of leading global organisations and successful approaches of the facilitator (Dr. Marra) in helping well over 100 organisations (e.g., IBM, Xerox, Apple, DuPont, Johnson & Johnson, Royal Bank of Scotland Group, Hackensack University Medical School, Ministry of Defence and many, many more). What will be shared is the collective wisdom from executives around the globe – practical and relevant so that application of the approaches can be made swiftly in your organisation for improved performance – personally and as an organisation.

Who Ought To Attend

Any senior executive regardless of their functional responsibilities from the private or public sectors or NGO's (e.g., Red Cross), medical administrators (hospitals, medical universities), military leaders who need to understand leadership and strategy to be most successful. Also "leaders of tomorrow", if you are in "middle management" and are on a "fast track" or 'upwardly mobile' so that you will one day soon occupy a senior executive position, then you should also attend.

Workshop Format And Schedule

Dr. Marra will spend 20% of the time sharing knowledge. The delegates will be working in teams 80% of the time interacting on critical strategic topics and developing understanding which will be shared with the entire group for feedback and agreement. A detailed timetable will be handed out prior to the programme. However, in general, there will be 2 breaks: one in the morning and one in the afternoon (15-20 minutes); a 1-hour lunch and networking session; and 4 interactive learning sessions of 1.5 hours each.



Benefits to Participants

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Upon completion of the seminar, participants will:

- Have clear knowledge of the 10 most fundamental strategic concepts every leader MUST know to better ensure the success of their organization.
- Gain insight on how to align your organisation around its vision and why that is a critical success factor for future profitable growth and sustainability.
- Learn the importance of "value" and its 7 sources identifying which ones your organisation is using to gain and maintain competitive advantage.
- Understand the key elements of a comprehensive, integrated and systematic approach to customer management both for B2C and B2B markets and why it is critical to gaining and maintaining competitive advantage.
- Gain knowledge of the 5 strategic concepts most CEO's say they really don't understand but believe could dramatically benefit their organisation's performance.
- Learn the 8 sources of innovation and determine which ones your organisation utilises.
- Know the 7 behaviours and practices which can most quickly destroy and organisation, how to recognise them and combat them.
- Learn about a best practice approach to rewards one which reinforces the behaviours and practices which can stimulate improved organisational performance.

- Find out the where leaders should be focusing their attention to ensure long-term success the 8 factors that can make all the difference between success and failure in the marketplace.

In turn, participants ought to subsequently be able to:

- Quickly and easily apply critical strategic knowledge to improve the management and performance of their organizations.
- Have clear focus on "what's most important" for achieving superior results and avoid inefficient use of resources (time, people, money).
- Recognise and correct the behaviours and practices which can damage your organisation's future success.
- Create a plan to align your organisation behind its vision creating an "all one team" approach with common purpose for all.
- Act as a role model within your organisation leading by example.
- Establish the necessary resource management systems (e.g., rewards, recognition) to reinforce the behaviours and practices aligned with your organisational values.
- Use the concept of value to differentiating your organisation from competition and gaining and maintaining competitive advantage.



Dr. Ted Marra

Managing Director

Centre for Innovation Management Europe, Ltd.

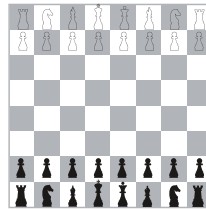
Dr. Ted Marra consults internationally with organisations on strategic performance improvement, market-focused measurement systems, corporate re-invention and process based service excellence. Areas of particular interest include Customer Relationship Excellence, Performance Excellence based upon Baldrige and EFQM criteria and Leadership Excellence. He previously held management positions at a number of companies; including Walker:CSM, General Motors, Firestone, Babcock and Wilcox, and Goodyear. He was a Malcolm Baldrige senior Examiner for three years, a Judge for the Air Force Quality Award as well as a Judge for the Massachusetts Quality Award, a member of the Board of Directors for the Massachusetts Council for Quality and Chairman of its Education Committee. Ted has authored a number of articles in the quality field. Clients have included such companies as Milliken, Xerox, Compaq, Motorola, First Union Bank, 3M, Johnson and Johnson, Data General, Corning, Electrolux, Simplex, Analog Devices, Ralston Purina, Allstate Insurance, DuPont, NIE, An Post, Nortel and Lockheed Martin to mention just some. Mr. Marra is a frequent speaker for The Conference Board, Northern Ireland Quality Centre and British Quality Foundation. He is considered one of the top 5 consultants in the world on Complaints Management.

Here are some companies Ted have spent time with or had contracts with in Pakistan: Colgate-Palmolive, McDonalds, Avari Hotel, Atlas Bank, Century Insurance, Lakson Tobacco, Cybernet, Softronic, Telenor, TRG, Parco, Areva, ABB, Siemens, Bank Alfalah, Century Paper, Dawood Islamic Bank, JS Global, Lakson Capital, Mobilink, National Foods, P&G, Unilever, SAMAA TV etc.

Course Trainer

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TerraBiz
Training | Conferences | Exhibitions

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TerraBiz

Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are the Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates. MIT Entrepreneurship Forum Pakistan, Terrabiz 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.

Terrabiz 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 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. Terrabiz has also organized some events with Google Pakistan.

Terrabiz was responsible for producing 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 regularly 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, Pak-Arab Refinery Limited (PARCO), Oil and Gas Development Limited (OGDCL), Total Atlas Lubricants Pakistan (Pvt) Limited, Shell Pakistan Limited, Byco Petroleum Pakistan Limited, National Refinery Limited (NRL), Pak Arab Refinery Company Limited, Pakistan Petroleum Limited, BOC Pakistan Limited, BP Pakistan Exploration and Production Inc, Attock Refinery Limited (ARL), 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.

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9-11 February 2011, Karachi

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by **Fazal Ghafoor FCA, FCMA**
17 January 2011, Lahore
19 January 2011, Karachi

**"Enhancing The Leadership
Qualities of the Sales Manager"**
by **GK Lim, Malaysia**
March 2011, Karachi
March 2011, Lahore

**"Finance For Non-Finance
Executives"**
by **Abdul Rahim Suriya, FCA, FCMA**
15-16 February 2011, Karachi
21-22 February 2011, Lahore

"DON'T KICK THE CAT"
Executive Stress Management
by **GK Lim, Malaysia**
March 2011, Karachi
March 2011, Lahore

Workshop Investment:

Rs. 32,500/- Per Participant

*Early Bird Discount: (Before 10th Feb. 2011)

Rs. 30,500/- Per Participant

*Every 4th Participant from the same organisation is **FREE!**

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

For Registration

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