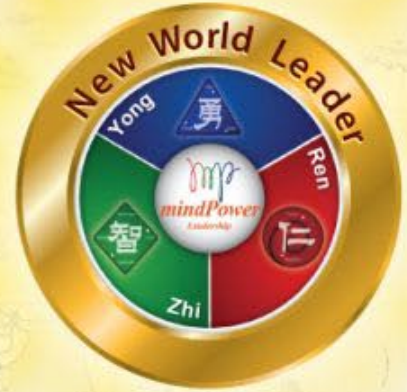


4th Intake
Winning version



Be a New World Leader embracing Ren Zhi Yong mindPower

Ren Zhi Yong mindPower Leadership O³

a Beyond EMBA program
for business leaders

CEO mindPower ltd.

■ management consultancy • executive coaching ■

Why is there a need for New World Leaders?

With China emerging as the world's 2nd largest economy, we are now competing in a new world with a different set of rules. Different business strategies and priorities are required. More importantly, a new breed of world leaders who can master western management skills with Chinese traditional core values in the business context is much sought after.



How our program supports you to become a New World Leader

Our innovative yet proven winning **Ren Zhi Yong** mindPower Leadership model™ (仁智勇領宙學) will assist you to transform into a New World Leader in just 3 months! It provides a set of vigorously integrated western management methodologies and psychometric tools for you to apply the core values of Confucius' philosophy of a great leader in business & management.

Below is a summary of how we put 仁智勇 in an "East meets West" leadership context

 <p>成就卓越 感染他人</p> <p>Attribute: Achieve personal leadership excellence and master the art of motivating and influencing others</p> <p>REN</p>	 <p>科學思考 突破創新</p> <p>Attribute: Acquire scientific thinking mindset and skill set to develop innovative strategic plans & actions</p> <p>ZHI</p>	 <p>信念凝聚 貫切執行</p> <p>Attribute: Unite diverse views and turn challenges into success to achieve personal & corporate visions</p> <p>YONG</p>
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You can immediately embrace the above **Ren, Zhi & Yong** leadership attributes via the following **3-layer Inside-Out Optimization process**

New World Leader's 3-layer Optimization O³ journey:

By going through the 7 days 3-layer Inside-Out Optimization (O³) journey across 3 months, your inborn personal core values & leadership competencies will be uncovered and strengthened. As validated by close to 1,000 middle to senior executives, you are either strong in **Ren, Zhi** or **Yong** but NOT all of them.

With our program, you can embrace ALL 3 leadership attributes' corresponding mindset and skill sets and transform into a New World Leader!



Your 3-layer Optimization Road Map & Outcome:



Why is this a beyond EMBA program?

- 1/ Our program enables you to transform into a New World Leader by strengthening your leadership competences from "Inside-Out"
- 2/ You will acquire integrated western management and psychometric tools for you to apply Ren Zhi Yong in business
- 3/ You will be self-motivated to transform via a winning 3-layer Optimization program
- 4/ You will be supported to breakthrough through individual coaching & CEO panel project review
- 5/ You will be inspired by personal success cases from our CEOs and immediately apply the best practice through execution of your own "New World Leader" project
- 6/ You will obtain ongoing support via an innovative online New World Leader community website—**mindPower Planet**

Participant Selection Criteria

As a highly interactive and intensive program, only limited seats are available for those who are qualified:

- More than 5 years management experience
- CEOs and Senior Executives seeking new methods and tools to boost their competitive edge
- SME Entrepreneurs looking for innovative means to optimize their business
- Training & HR Heads searching for successful programs to develop management team
- Interviews will be conducted to assess suitability

Limited seats: 20

Program Facilitators & Honorary CEOs

Program Designer & Chief Facilitator



Ms. Annie Leung | Founder & CEO, Chief Leader Developer CEO mindPower Ltd.

Annie is an **award-winning Inspirational Leader Developer** whose vision is to assist individuals and companies to identify and **optimize their competitive edge from "Inside-Out"**. With 20 years of chief executive experience heading different Western and Chinese leading MNCs and SMEs, Annie could provide real business insights based on her first-hand experience.

Annie has spent over 5 years to develop and fine-tune the **Ren Zhi Yong mindPower Leadership model™** & program which has received wide recognition from business communities in Hong Kong and China. The "Aon Talent-Leadership Development Program 2009" that she designed and facilitated for Aon HK Ltd using her model has just won **Hong Kong Management Association's Excellence Award in Training & Development 2010**.

- Inventor of **Ren Zhi Yong mindPower Leadership model™** & Program and provide Leadership Development & Business Consultancy for major MNCs (e.g. **HSBC, Carlsberg, MTR, PCCW**)
- Led businesses across FMCG, Retail & Education for over 13 years: **Longman Education Hong Kong** (Managing Director, HK), **Warner Bros. Consumer Products** (VP, Greater China & SE Asia) & **Mattel East Asia** (GM, Greater China)
- Received the China 100 Outstanding Female Entrepreneurs Award 2007 and the Gold Award of 1994 HKMA/TVB Award for Marketing Excellence
- Author of two best-sellers on management: 《CEO樂在起跌中》 and 《活用你9大領袖天賦》

*Ms. Annie Leung will facilitate the workshops, conduct executive coaching and lead the CEO Review Panel

Honorary CEOs & "New World Leader" Project Panel Review Members

Honorary CEOs will share their personal successful case study under **Ren, Zhi or Yong** in the **2nd layer Leadership Optimization workshop** and be members of the "New World Leader" Project Review Panel for the **3rd layer Achievement Optimization**



Ms. Viveca Chan | Founder, Chairman & CEO, WE Marketing Group

- Former Group Chairman & CEO of **Grey Global Group China/ Hong Kong**
- Receiver of a host of awards including: one of the 17 global "Women Breaking Barriers" by Ad Age, one of 10 "The Most Successful Women 2004" by Jessica Magazine, and "Women of Influence – 2006 Professional Women of the Year" by America Chamber of Commerce and many more

Topic: "Act From Confidence Over Fear & Unity Over Power"



Ms. Sandy Fok | Founder & Managing Partner, Potent Minds Ltd

- Former General Manager of Staff Development at **John Swire & Sons (HK) Ltd.**
- 20 years of broad management experience including **Cathay Holidays Ltd.** and **Taikoo Sugar Ltd.** (Managing Director)
- Member of the Hong Kong Management Association Training Award Committee

Topic: "Vision with Optimism & Execution with Pragmatism"



Mr. Sunny Wong | CEO (Greater China), Carlsberg Brewery Hong Kong Ltd





- Over 25 years experience in China's FMCG industry and over 20 years of Sales & Marketing experience in China beer market
- Leads M&A team in setting strategic plans for Carlsberg's long-term development in China (successfully acquired 18 breweries since 2002)

Topic: "Empowering & Coaching Others to Succeed"



Program Outline

You will be self-motivated to transform via a 3-layer **Ren Zhi Yong** Optimization process from core value identification, leadership competencies enhancement to immediate execution of your New World Leader project in 3 months:

Stage of the Program	Program Highlights	Schedule
1st layer Self Optimization Identify Inborn Core Value	<ul style="list-style-type: none"> Pre-Workshop Assessments Ren Zhi Yong Leadership Attributes Identification Workshop (via Enneagram & mindPower Leadership) Private One-on-One Executive Coaching Facilitator: Ms. Annie Leung	13, 20 Nov 2010 (Sat) Full-day Workshop x 2 (9am – 6pm) 1-hr Coaching By Appointment 19 Hours
2nd layer Leadership Optimization Enhance Leadership Competencies	信念凝聚 貫切執行  YONG <ul style="list-style-type: none"> Business Case Sharing: “Act From Confidence Over Fear & Unity Over Power” How to unite different stakeholders Guest Speaker: Ms. Viveca Chan Facilitator: Ms. Annie Leung	26 Nov 2010 (Fri) Half-day Workshop (7pm – 10pm)
	科學思考 突破創新  ZHI <ul style="list-style-type: none"> Business Case Sharing: “Vision with Optimism & Execution with Pragmatism” Optimal Thinking Diamond Approach Creative & Strategic Planning Value Creation Facilitator: Ms. Sandy Fok	04 Dec 2010 (Sat) Full-day Workshop (9am – 6pm)
	成就卓越 感染他人  REN <ul style="list-style-type: none"> Business Case Sharing: “Empowering & Coaching Others to Succeed” Influencing without Authority Customer Experience Management Personal Branding & Killer Application Creation New World Leader Project Briefing Guest Speaker: Mr. Sunny Wong Facilitator: Ms. Annie Leung	11 Dec 2010 (Sat) Full-day Workshop (9am – 6pm) 21 Hours
3rd layer Achievement Optimization Execute New World Leader Project for Breakthrough	<ul style="list-style-type: none"> New World Project Presentation CEO Panel Review of Your “New World Leader” Project 	13 Jan 2011 (Thu) Half-day Workshop (7pm – 10pm) <hr/> 15 Jan 2011 (Sat) Full-day Workshop (9am – 6pm) 12 Hours
	<ul style="list-style-type: none"> Ren Zhi Yong Application Experiential Exercise at Mission Hills Golf Course (Dong Guan, China) Graduation Celebration 	22 Jan 2011 (Sat) Full-day Workshop (9am – 6pm) 8 Hours

Total Hours: 60

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Ren Zhi Yong mindPower Leadership™ O³

Venue : HKMA (Fairmont House), 8 Cotton Tree Drive, Central Cliftons (Quarry Bay), 6/F, Lincoln House, Taikoo Place
Language : Cantonese
Fee : HK\$33,800
Enquiries : Miss Ann She/ Miss Peggie Lui
Email : register@ceompower.com
Tel : 2576 6192
Website : www.ceompower.com
Deadline for Application : 10 November 2010

Personal Coaching	1 hour
Training -Experiential Learning -Lecture -Notional Learning	51 hours
Assessment -Enneagram -mindPower Leadership -Personal Profile (Enneagram + mPL)	8 hours
Graduation at Mission Hills Golf Course (Dong Guan, China)	8 hours
Total Hours : 68 hours	

Award of Certificate

Upon completion of the program, participants will be awarded the "Ren Zhi Yong New World Leader" certificate

Registration Form

To : CEO mindPower Ltd.
1201 Eton Tower, 8 Hysan Avenue,
Causeway Bay, Hong Kong
Attn : Miss Peggie Lui
Tel : 2576 6192
Fax : 2576 6568
Email : register@ceompower.com

I would like to sign up for Ren Zhi Yong mindPower Leadership™ O³ program to be held from 13 November – 22 January 2011.

Payment Method:

Please fill in the registration form and send it with bank deposit receipt (with your name) via fax to 2576 6568 or by cheque via mail to: Unit 1201, Eton Tower, 8 Hysan Avenue, Causeway Bay.

Please tick one of the appropriate application fees in the table below:

	Individual	Group (2 people or above)
Early Bird (Before 31 Oct. 2010)	<input type="checkbox"/> HK\$ 29,800	<input type="checkbox"/> HK\$ 28,800
Regular (On or after 31 Oct. 2010)	<input type="checkbox"/> HK\$ 33,800	<input type="checkbox"/> HK\$ 32,800

Should you be applying with a Group Special, please provide full names of fellow applicants:

- Bank Transfer: HSBC Bank: 400-289377-838
 Cheque: A crossed cheque (Cheque No: _____) should be made payable to "CEO mindPower Ltd."

Name : _____
Position : _____
Company : _____
Address : _____
Tel : _____ Fax : _____
Email : _____
Signature : _____ Date : _____

**Please photocopy for more registration forms if necessary
No refund will be made after payment