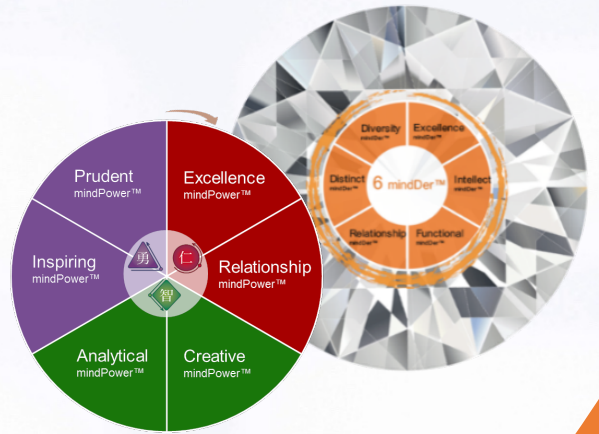


15th Beyond EMBA Program

mindPower Innovation™

100% **V-Shape** Breakthrough



6 days to breakthrough

100% Personal & Business Growth

3000+ successful cases

Achieve V-Shape growth with
9 mindPower™ blueprints

mindPower Innovation™ - 100% V-Shape Breakthrough

A Beyond EMBA Program

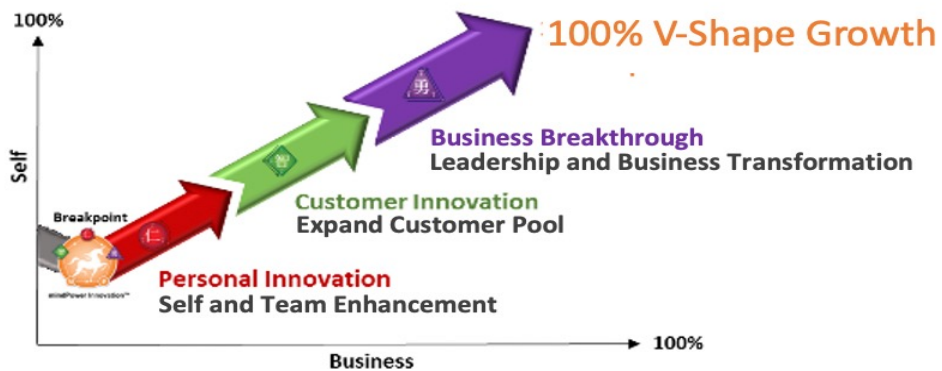
A lot of companies and executives have been eliminated by the pandemic and the change of consumer purchasing behavior. However, we can turn crisis into an opportunity for personal and business **V-Shape Breakthrough with the right mind-set and power tools.**

- As a Season Executive, do you know how to **turn adversity into growth engine with proven success tools and transformational mindset?**
- As an Entrepreneur, do you want to have a V-shape breakthrough be it rebound from rock bottom or turn crisis into opportunity?

3,000+ Successful Cases

For the past 15 years, the mindPower™ Innovation™ program which is validated by The University of Hong Kong has empowered over **3,000** senior and middle management from **100** MNCs and SMEs across **17** industries to transform. They have achieved both **personal and business growth** with our quick-win power tools.

6-Day Transformation Program to Achieve 100% V-shape Growth



Participants will undergo a 6-day innovative training with 3 personal coaching O2O sessions for V-Shape breakthrough (see next page for details).

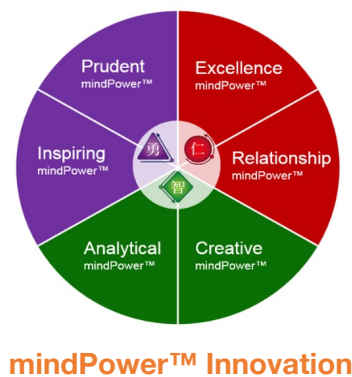
2 Proven Breakthrough Tools

1. Apply 6 mindPower™ successful tools for V-Shape breakthrough

Our **6 mindPower™** integrates Eastern philosophies and Western successful tools supporting you to have inside-out transformation

2. Exclusive Business Growth mindDer™ (BGm™) to satisfy customer's hidden needs

Regardless of your industry and role, satisfying customers' needs is the key to business growth. BGm™ is an innovative, quick win system that captures customers' mindData™ and thus fulfills customers' hidden needs to achieve instant sales growth. **Business Growth mindDer™ uncovers the "why" behind customers' purchase decision, the missing part of big data!**



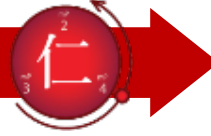
Program Highlights

3 Layer Innovation – Personal · Customer · Business

9 Innovation Successful Blueprints with Case Studies

3 Personal Coaching with 3 months Continuous O2O Support for V-Shape Breakthrough

Module 1 Personal Innovation (Day 1-2)



Innovate your mind via mindPower™ for instant transformation

1. mindPower™ & Enneagram assessment
2. Self-transformation strategic kit
3. Strategic winning communication people management kit
4. Leadership Presence & Inspiring Presentation as Top-Notch Leader
5. Exclusive mindPower™ self & business transformation application case studies



V-Shape Breakthrough Coaching 1

- 360 personal review with breakthrough goal setting to overcome your blindspots and optimize your strengths

Module 2 Customer Innovation (Day 3)



Master proven client recruitment and engagement tool to drive immediate and on-going sales growth

1. Apply Business Growth mindDer™ (BGm™) system to enhance brand, marketing, CRM & operations performance
2. Customer Innovation successful case sharing & studies



Module 3 Business Breakthrough (Day 4)



Master chain-innovation tools to enhance self & business unique competitive edge

1. Apply 3 Principles of Innovation with quick win tools
 - a. Create Unique Customer Value
 - b. Strategic Chain-Innovation Tool Kit
 - c. Inspiring Leadership
2. Business Innovation successful case sharing & studies
3. Prepare personal & business Excellence Action Kit and V-Shape Growth Plan



Self & Business Breakthrough Coaching 2

- Support participants to beef up their plan for immediate execution

mindPower™ V-Shape Growth Plan (Day 5-6)

Day 5

A. First Presentation – Immediate feedback from CEO Panel to enhance your V-Shape breakthrough plan

B. Self & Business Breakthrough Coaching 3 – Further support to achieve your breakthrough plan

Day 6

A. Final Presentation – Further strategic advice from CEO panel on how to achieve your plan

B. Groundbreaking support by our dedicated Success Support Manager

Who Should Attend?

- **Business leaders** who wish to attain V-Shape breakthrough
- **Entrepreneurs or owners of SMEs** who wish to transform themselves and their business
- **Senior executives** who wish to become C-suite executives and turn adversity into growth engine

Course of Study

Developed by Ms. Annie Leung, creator of the awarded mindPower Innovation™ model 15 years ago with constant upgrade and co-facilitated by various renowned CEOs, this program comprises of a 6-days workshop with 3 personal coaching sessions and 90 days support by the Success Support Manager to ensure you to achieve a holistic inside-out transformation.

Overall Deliverables

Enable participants to master 6 mindPower™ and 9 successful blueprints and tools via 3 layers transformation to achieve 100% **Self, Team and Business V-Shape Growth**

Clients/Graduates Across 17 Industries

<p>Finance & Insurance</p>	<p>Luxury</p> <p><i>mindPower Leadership</i></p>	<p>FMCG</p>	
<p>Real Estate</p>	<p>Shopping Mall</p>	<p>Public Service</p>	<p>Telecommunication</p>

Program Uniqueness

- Exclusive Business 6 mindPower™ Innovation Tools & Case Studies**
 Inspire participants with exclusive innovation tools to replicate other renowned companies and your own success with innovation tools in just 6 days
- 3 Personal Coaching for Instant Breakthrough**
 Personal Coaching sessions with Ms. Annie Leung, who has successfully supported 3,000+ executives to achieve exceptional personal, team and business growth and transformation by reviewing breakthrough goals and commitments on V-Shape Growth Plan
- Free Online Program (worth HKD\$23,800)**
 Reinforce the learning via 12 hours of online program which is worth HKD\$23,800
- Innovative 90 Day mindPower™ Success Support**
 Innovative support team to ensure you successfully execute your breakthrough plan in 90 days
- Parallel with Harvard Business School's Authentic Leadership**
 Core essence of HBS Professor Bill George's famous model will be studied in our module on Self & People Management Breakthrough

Program Faculty

Chief Facilitator & Head of Review Board



Ms. Annie Leung

Founder · CEO & Corporate Doctor
CEO mindPower Ltd

- **Creator of the awarded mindPower™ Model & Business Growth mindDer™**
- **Clients across 17 industries:** Christian Dior, Harbour City, HSBC, Shiseido, Prudential, MTR, BOC Life, Wharf Estates etc.
- **Over 20 years' CEO record:** Longman Education H.K. (Managing Director), Warner Brothers Consumer Products (V.P. Greater China), Mattel East Asia Ltd. (Regional G.M. Greater China)
- **China's 30 Most Creative Female Entrepreneurs 2010, China's 100 Outstanding Female Entrepreneurs 2007**

mindPower™ Review Panel



Ms. Esther Kwong

Former President, Shiseido Hong Kong

- **President of Shiseido Hong Kong from 2001 to 2015**
- **Managed the whole operations of Hong Kong and Macau offices** with a team of 800 staff
- **Introduced various brands under the Shiseido umbrella** to Hong Kong, including Cle de Peau Beauté, Ipsa, etc, and successfully grew the company from a single brand operation to a portfolio brand company
- **Active NGO board member after retirement** since 2016

mindPower™ Innovation Success Journey

90 Days Continuous Support and Breakthrough



6 day workshop



Private Coaching
x3



90 Days O2O Support
&
mindPower™ Success
Audio

- Regular follow-up by our Success Support Manager to provide support and need-based advice
- Free mindPower™ Success Audio, to optimize your mindPower™

Testimonials

“Annie’s mindPower™ model does a great job of helping talented people to structure their thinking and actions, to get the most out of every situation. It will certainly be helpful for a lot of people looking to start out in business or to raise themselves to the next level.”



**Dr. Allan Zeman, Former Chairman of Ocean Park
Chairman of Lan Kwai Fong Holdings Ltd.**



“Annie’s acute and profound insights will empower CEOs and executives with invaluable wisdom and assist them to transform.”

**Ms. Poman Lo, Vice-Chairman
Regal Hotels International Holdings Ltd.**

“I highly recommend Annie’s program for personal development & breakthroughs.”



**Mr. Soren Ravn, Regional CEO Development Markets
Carlsberg Asia**



“Annie’s innovative program & BGM™ tools enabled me & my team to speed read different types of customers with 6 in 1 on-target services. This greatly enhanced our sales hit rate and customer satisfaction which I believe is what all industries need!”

**Ms. Karen Li, Retail Director - Kowloon
Christian Dior Couture**

“Management programs in the past were all teaching the similar sets of theories, but this one is set to cater to the needs of its participants. It enables me to identify my true self and align with my abilities. This is definitely one of the best programs I have ever attended.”



**Ms. June Lam, Chief Executive Officer – HOME+
Hong Kong Broadband Network Limited**



“To be an A class CEO, we need to establish a structured system and strategy to build the business; on the other hand - truly understand our own blind spots, ride on our strength and turn weakness into driving force to transform oneself and the business. I achieved all that through Annie’s program”

**Mr. Andy Ann, Founder
NDN Group**

“With Annie’s coaching and her strategic visions, I’ve successfully rebranded and revamped my company. The brand awareness and sales of my company increased by 50% and 30% respectively. The value of engaging Annie to be my executive coach and business consultant is far beyond my expectations. Attending Annie’s mindPower™ program was indeed life enlightening.”



**Mrs. Pat Ma, Founder and Former CEO
Bodibra**