

DEVELOPING LEADERS TO TRANSFORM ORGANISATIONS

Who is Arthur F. Carmazzi ?

Deemed number 10 of the World Top 30 Most Influential Leadership Gurus by Global Gurus International, Arthur F. Carmazzi has 21 years experience specializing in psychological approaches to leadership and corporate culture transformation. He is a renowned motivational leadership keynote speaker and trainer in the Asian Region and has advanced Corporate Training with innovative techniques and tools that have been acknowledged by some of the world's greatest organisations. He is the best selling co-author of **"The 6 Dimensions of Top Achievers"**, and author of **"Identity Intelligence"** and **"Lessons from the Monkey King"**.

Arthur is the developer of the CBCI (Colored Brain Communication Inventory) and HDMA Emotional profiling tools used for "Psycho-Productivity" management. These tools have been implemented across a variety of HR and Leadership disciplines by numerous multinationals to generate greater efficiency of human capital. The unique "linked implementation" structure of Arthur's tools and methods have earned him and the Directive Communication methodology accreditation from the prestigious American Institute of Business Psychology.

Directive Communication™ (DC) is a revolutionary and highly effective psychology based workforce transformation methodology and has been applied in some of the world's leading organisations with exceptional results.

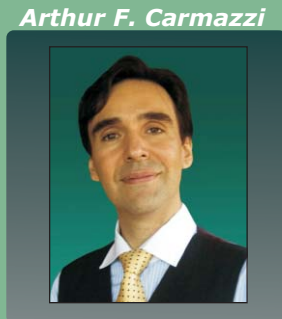
Discover the Psycho-Productivity secrets of Directive Communication Trained Leaders and apply the NEW Directive Communication Psychology to learn:

- ✓ How SYNERGETIC workforces are built
- ✓ How people can achieve their personal goals in line with an organisations objectives and gain more fulfillment from their job
- ✓ How people can INTERACT within their work environment to bring out the best in each other
- ✓ How people's reactions towards each other and their environment creates stress and low productivity, and how to CHANGE those reactions into positive actions
- ✓ How to INSPIRE great working attitudes by influencing your psychological environment
- ✓ How to access continuous workforce performance enhancement with TARGETED Directive Communication™ take home tools
- ✓ How to create superior cross departmental COMMUNICATION
- ✓ How to realize and develop untapped LEADERSHIP POTENTIAL
- ✓ How to cultivate loyalty with FULFILLED employee

Some of Arthur's Programs

- ✘ Transformational Leadership
- ✘ Leadership Intelligence
- ✘ Leading Team Communication
- ✘ Leading Brand Culture in Your Organisation
- ✘ Cultivating a Vision Centered Culture
- ✘ Leadership Development for High Potentials
- ✘ Cultivating a Brand Centered Culture

Arthur In the News



Arthur F. Carmazzi
 Founder of the Directive Communication Methodology and Asia's No. 1 Change Leadership Trainer

"This Directive Communications Program has far exceeded the expectations we had for this exercise. His process for developing a vision and mission seemed unorthodox but delivered more than projected. The exercise determined a clear strategic direction and unified key stakeholders to make a notable difference in the projects success. We will be using Arthur again in future projects and recommend him with high regard".

Joseph Lo
 Senior Project Advisor
 UNPD (United Nations Development Program)

"This Directive Communication programs have made a noticeable impact here at MTV. Our managers and staff have indicated measurable results in their productivity and their ability to minimize conflict. In our follow-up session, each of us demonstrated a greater aptitude in bringing out the best in themselves and their colleagues. We will continue to implement Directive Communication courses and use the CBCI in our international curriculum and highly recommend Arthur F. Carmazzi and his technology to any organization wishing to make the most of their human capital."

Felice Chua
 Director of Human Resources
 MTV Asia

"I am certainly more "aware" after attending this seminar. After watching the Matrix-Reloaded, I feel like I've taken the pill that allowed me to see how people are programmed and allowed me to choose how to interact with others. Using the CBCI cards I've helped supervisors identify what their reported needs are and how they process information so that they can better assign them tasks that will excite them and make them more productive."

Michael Foo,
 Software Engineering Department Manager,
 Motorola

"Arthur F Carmazzi' retreat for Nestlé senior management using his Directive Communication™ methodology really gave clarity to the implementation of our GLOBE initiative. He worked with our senior management team to establish foundations for a substantial change in our organization and really made a difference,"

Tengku Marina Badlishah
 Group Corporate Affairs Manager,
 Nestlé Malaysia

