



Carly Fiorina and Tom Peters

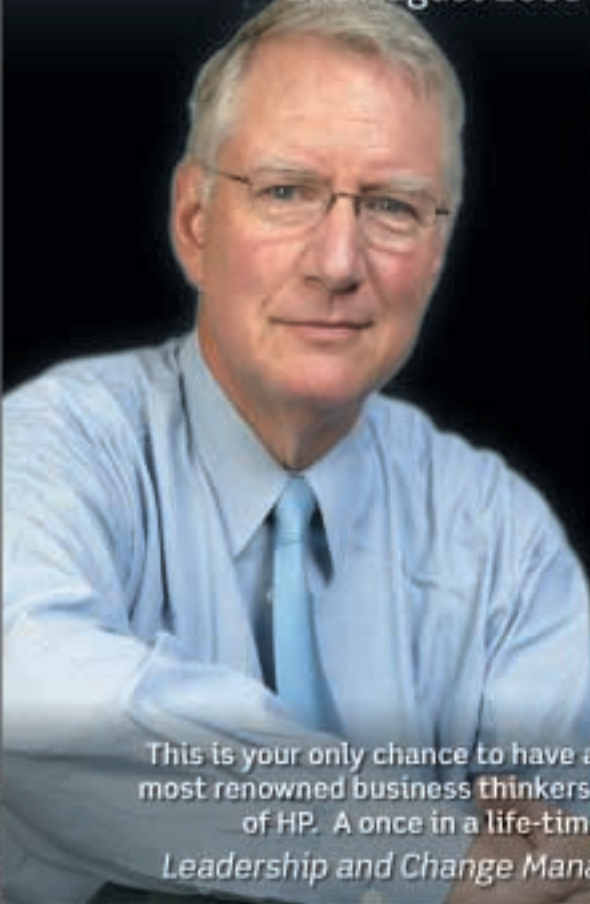
LIVE and in PERSON

Leadership Excellence - Managing Change for Success

Two of the world's foremost experts on LEADERSHIP. One event in Malaysia only!

2nd August 2006 Crowne Plaza Mutiara, Kuala Lumpur

IBBM
IBBM-Staff Training Fund members who register to attend this event pay only RM2 600 per delegate



"Winners must learn to relish change with the same enthusiasm and energy that we have resisted it in the past."
Tom Peters



"Do not be afraid to make decisions; do not be afraid to make mistakes"
Carly Fiorina

This is your only chance to have a face-to-face with both Tom and Carly - one of the most renowned business thinkers of all time alongside the former chairman and CEO of HP. A once in a life-time opportunity that you can't afford to miss!

Leadership and Change Management experiences shared by Tom and Carly

Official Business Weekly:



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In Search of Excellence? Join us on 2nd August 2006 and pick up your survival guide!

Meet the man himself and experience his unconventional style first hand. Tom Peters will share with you his secrets to success as he entices you to take the risks necessary to survive in this ever changing and volatile market.

Be inspired by one of the world's most high profile business leaders, as Carly Fiorina shares with you her hard earned insights on leadership, organisational change and competitiveness. Learn from Fiorina's greatest victories, her most valuable experiences and even her most devastating failures.

Walk away with the vital secrets on how to lead and manage your way to the top!

Programme for the 1st Peters & Fiorina Event Ever in Asia

8:00am - 9:00am	<i>Registration</i>
9:00am	Event Opens
9:00am - 10:30am	<p>Peters on Re-Imagining Leadership for the 21st Century PART 1</p> <ul style="list-style-type: none"> - Discover Tom Peters' three types of leadership (+ possibly a fourth one) - The Creator, the Destroyer, the Preserver: If It Ain't Broke, Break it - Creating and maintaining the High Standard Deviation Enterprise - Creating the forgetting organization - Surround yourself with weirdos in order to innovate - Fail faster, succeed sooner - "Leaders need to be the rock of Gibraltar on roller blades" - Creating dramatic difference - making a dent in the universe
10:30am - 11:00am	<i>Morning Refreshments</i>
11:00am - 12:30pm	Peters on Re-Imagining Leadership for the 21st Century PART 2
12:30pm - 1:30pm	<i>Lunch</i>
1:30pm - 3:00pm	<p>Peters on his Ultimate Success Secrets. Tom's Six Life Mantras for Great Leadership</p> <ul style="list-style-type: none"> - Leadership Mantra No.1: It all depends - the need for different leadership styles at different moments - Leadership Mantra No.2: You must be the change you wish to see in the world - Leadership Mantra No.3: You groove on ambiguity - Leadership Mantra No.4: Leadership is a performance - Leadership Mantra No.5: Great leaders take supreme joy in tacking and jibing - Leadership Mantra No.6: Ceding control - are you capable of saying "I don't know"?
3:00pm - 3:30pm	<i>Afternoon Refreshments</i>
3:30pm - 5:00pm	<p>Fiorina on Leadership</p> <p>In this dynamic presentation, Carly will use her personal experiences to share the three essential elements that espouse her vision of leadership — Character, Capability and Collaboration. As a high-profile CEO for a Fortune 500 company with over 25 years of corporate experience, she knows that leadership is more than your title, salary, the size of your organization or budget. It requires unlocking the potential in each person within the organization, instilling a sense of purpose and direction, and a willingness to take risks and stand alone, if necessary.</p> <p>Fiorina will share personal stories of leadership that demonstrate that anyone can lead from anyplace at anytime, that - first and foremost - leadership is a choice.</p>
5:00pm - 6:00pm	<i>Cocktail with FIORINA and PETERS</i>



Cocktails with Fiorina and Peters

Global Leaders cordially invite all delegates to join Carly Fiorina and Tom Peters for an informal Cocktail Reception at the Close of the day's proceedings

Take this exciting opportunity to ask Tom or Carly that question you have always wanted to know... ask for their ideas and insights on leadership that specifically relate to your company.

Use this RARE opportunity to meet and greet two of the world's most prominent experts on Leadership and network with Singapore's top business and public leaders.

Who You Will Network With:

- Chief Executive Officers
- Managing Directors
- Chairmen
- Presidents
- Vice Presidents and Senior VP's
- Directors and Deputy Directors
- General Managers
- Financial Directors and Controllers
- Operations Managers and Directors
- Human Resource Managers and Directors
- Senior Government Officials



In today's ever changing and often turbulent economic environment, you are facing challenges that your predecessors would't have even dreamt about. How do you ensure that you have the leadership tools and strategies on hand to ensure you come out on top?

Tom Peters and Carly Fiorina will share their experience with you... offering you insights that no amount of consulting time and money could buy!



Here's what they offer you...

Twenty-four years after launching a management revolution with *In Search of Excellence*, **Tom Peters** remains THE authority on leading, and indeed, creating change - challenging audiences to change the face of business. He knows better than anybody that status quo is the beginning of the demise of even the greatest enterprise, and he'll show you how to steer your organisation well clear of complacency.

Leadership Expert

Peters has developed and honed the Leadership 50. Fifty strategies and tactics for vigorous leadership. Peters is an expert on transforming organizations and leading employees to be enthusiastic and committed.

Competitive Edge

Knowing that the needs of effective leadership change as rapidly as the volatile marketplace it supports, Peters offers audiences the inspiration to take risks and provides them with an innovator's survival guide. His principles include keeping a limber mind and becoming a leader of change, not a follower of the same old, tired traditions.



Accolades

In the last two Thinkers 50 rankings (The global ranking of business thinkers), Tom Peters was placed #3 and #4 respectively

In 2003 Tom released *Re-imagine: Business Excellence in a Disruptive Age*; the revolutionary book, an immediate #1 international best seller

"We live in a Tom Peters world." - Fortune

For full biography visit: www.globalleadersevents.com

Carly Fiorina is one of the most high-profile business leaders in the world - renowned for her limitless courage, ability to get buy-in from her organisation, flawless execution and principled character

The Courage to Lead

She came to Hewlett-Packard in 1999 with a mandate to reinvent the firm. This difficult challenge required the right balance between respect for history and a strong culture and the urgent need to reposition HP for a high-speed, global, intensely competitive future. Her tenure coincided with one of the technology industry's deepest and most prolonged downturns and fundamental transformation of the competitive landscape. Leadership in such circumstances required courage, conviction, vision and determination.

Track Record

Carly Fiorina directed Lucent's 1996 IPO and spin-off from AT&T, one of the largest and most successful IPOs ever. She led Lucent's Global Service Provider Business, its largest and most profitable business, accelerating its growth rate and expanding its international operations. At HP, she led the successful acquisition and integration of Compaq, completing the largest high-tech merger in history. Under her tenure, HP achieved the highest rate of innovation in its history, substantially improved its cost structure and profitability, and doubled its revenues.

Accolades

Fiorina was named an honorary fellow of the London Business School in July 2001 and in 2002 honoured with the Appeal of Conscience Award

The Private Sector Council honored Fiorina with its 2004 Leadership Award for her contributions to improving the business of government

Also in 2004, the White House appointed her to the U.S. Space Commission.

The latest

She is currently at work on a book about her career and her views on such issues as what constitutes a leader, how women can thrive in business and the role technology will continue to play in reshaping our world. The book, titled *Tough Choices* will be published by the Portfolio imprint at Penguin Group and will be released in October 2006.

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- Impress prospects or network with key decision makers
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There are many sponsorship opportunities associated with this event. We would be delighted to work with you to design a sponsorship package that compliments and integrates your marketing and communication strategies.

For further information on sponsorship, or to find out how to create a memorable experience for your guests, please contact: John Burgher on John@globalleadersevents.com or by telephone on +612 8211 2721

