



## MASTERCLASS

THE KEY TO HIGH PERFORMANCE & SUSTAINABLE RESULTS

# ORGANIZATIONAL RENEWAL INTEGRATING CREATIVITY, INNOVATION & CONTINUOUS LEARNING

9TH FEBRUARY, 2017  
9 AM TO 5 PM  
MARRIOT KARACHI

### PROF. DR. TED MARRA

STRATEGIC FACILITATOR, ORGANIZATIONAL  
MENTOR ADVISOR, SPEAKER AND WRITER



### OVERVIEW

The management team of any organization should be concerned about how they build an enduring organization – one which can stand the changes and turbulence in their operating environment and markets. Such an organization should set the standard for excellence by which others are compared while producing results which clearly demonstrate best practices are being employed. In addition, such an organization should, on a continuous basis, create and deliver value to all key stakeholders.

The first question should be, 'Where do I start? The second question being, 'What are the vital few keys to success for building and maintaining such an organization?'

This Master Class program is specifically designed to begin providing answers to the above two questions. They are based upon actual 'hands-on' experience – not theory, but a deep understanding of what works and what does not. It is relevant, connected directly to business needs, easy to understand and apply in your organization.

### KEY LEARNING OBJECTIVES

- (1) Ideas and approaches designed to ensure the long-term success of your organization.
- (2) Become a more effective manager and leader ensuring you are identified as a 'role model'
- (3) Become an 'Agent of Change' in your organization to lead others more effectively.
- (4) Enable you to identify your priority gaps in performance and to find an approach for fixing
- (5) Identify gaps in your own leadership effectiveness and develop approaches

### WHO SHOULD ATTEND?

Individuals who wish to become true leaders

- ✓ C- Level Executives
- ✓ Senior/Middle Level Managers
- ✓ Current and Future Decision Makers

He is the author of numerous published reports for the Conference Board in New York and of articles for US and European Journals. His most recent book, 'The Wisdom Chronicles: Competing to Win' was published and launched globally in January 2015. His areas of expertise in addition to Strategic Leadership include Relationship Mastery, Business Excellence and Research.

### FACILITATOR PROFILE

Dr Ted is one of the most sought out Public Speaker, Author of numerous books and Organization Development consultant determined to make human flourishing the 21st century metric for success. He has consulted with over 160 organizations in 38 countries primarily working towards transformation initiatives in some of the Fortune 100 companies such as Xerox, Shell, IBM, Royal Bank of Scotland Group, Johnson & Johnson, DuPont, Electrolux as well as government agencies, SME's and NGO's.

In Pakistan Dr. Ted originally came in 2007 at the request of the Lakson Group to derive different strategic initiatives within Lakson group during 2007 to 2009 looking after McDonalds, Colgate-Palmolive, Cyber-net, Lakson Capital, Century Insurance and more. In addition, he remained engaged on different assignments with Unilever, Telenor, Atlas Bank, Parco, National Foods, Dawood Islamic Bank, Bank Alfalah and many more.



MS. ASIYEH KASHANY  
Customer Relationship Manager  
Ph: 021-99215680, 99251711-14  
Email: asiye@pim.com.pk



ASGHAR AZMI  
Director Sales and Marketing  
Mobile: 0300 925 2885  
Email: asghar@knowledgeknow.info