



21st Century Leadership: **THRIVING IN TIMES OF UNCERTAINTY** *(PQ-21 Senior Executive Retreat)*

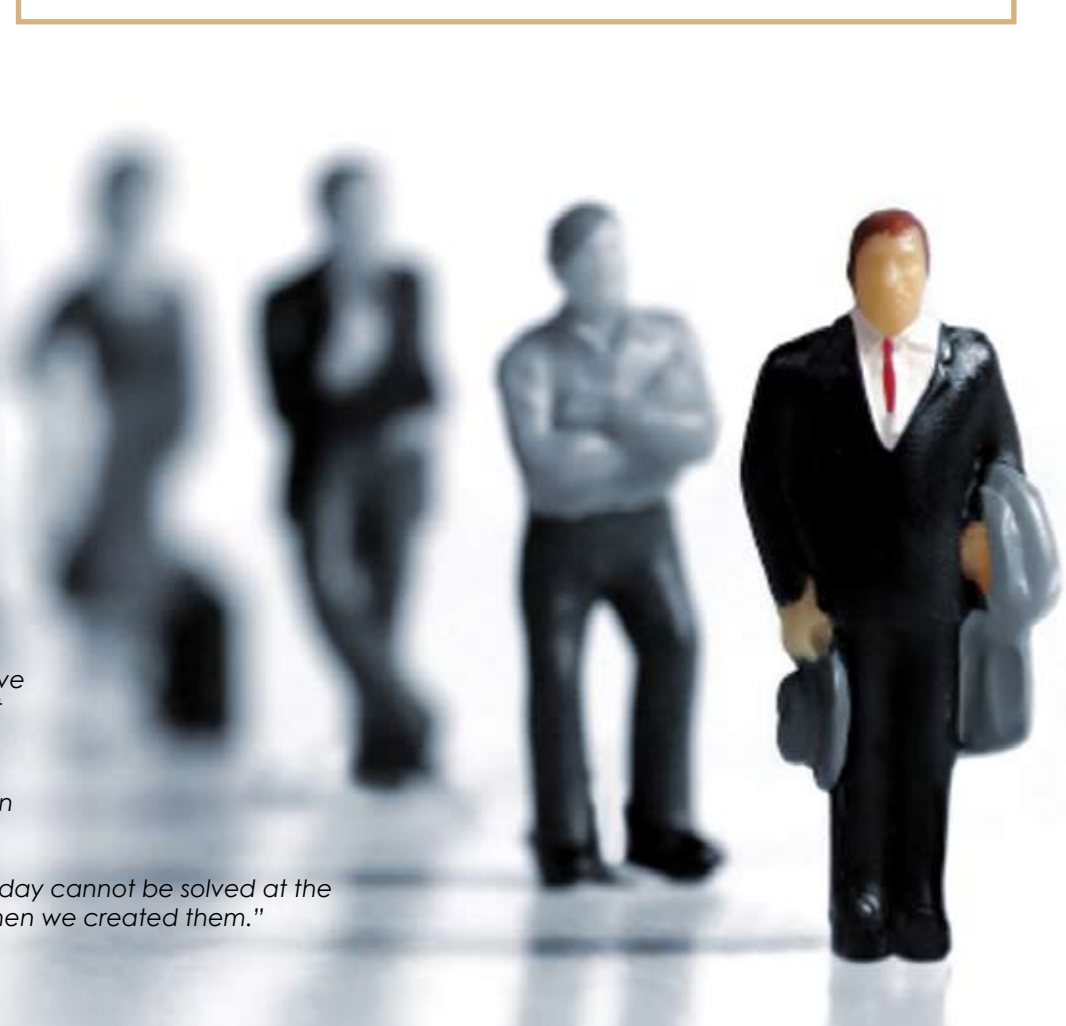
30 JULY - 1 AUGUST 2009

"I've been in this business 36 years. I've learned a lot – and most of it doesn't apply anymore."

Charles Exley
Former Chairman of NCR Corporation

"The significant problems we face today cannot be solved at the same level of thinking we were at when we created them."

Albert Einstein



a. Description:

Today's senior-level executives are facing times of unprecedented challenges in steering their organizations safely through a very dangerous period of economic and social upheaval. The "21st Century Leadership: Thriving in Times of Uncertainty" executive level retreat provides a unique opportunity to break free from the daily stresses, and step back to review and re-evaluate current realities and what is required to survive and thrive in the days ahead. Most executives do not have the opportunity, nor make the time, for true reflective thinking, and developing creative new strategic approaches and organizational competencies to effectively confront today's challenging problems.

This unique retreat provides an alternative to that by offering a stimulating environment in which senior level executives can think openly, share perspectives with talented peers, and debate alternative strategic approaches to today's real problems and issues. Sessions will include faculty who will challenge attendees with new cutting-edge thinking, and then challenge them in candid debates on critical issues that senior level executives must face today. Attendees will address such questions as – "How do I become a true transformational leader people look up to?" In a conducive, reflective environment, you will have the chance regenerate new thinking and new energy to tackle real issues back in your own organization. A special feature of the program will be a team assignment wherein individuals will have an opportunity to share issues and challenges from their own organization and receive feedback and support from their peers as well as retreat faculty.

This executive-level retreat is practical and applied, and guaranteed to help you achieve your full potential. It is focused on helping you improve your life personally and professionally.



ILGE

The Institute for Leadership
& Global Education (ILGE)

Collaborative Partner



ASLI

Asian Strategy
& Leadership Institute

Asian Strategy & Leadership Institute
Dedicated To Creating A Better Society

LEADERSHIP

b.

Benefits and Outcomes:

- Understanding the new roles senior level executives must master and display to drive their organizations to new levels of accomplishment and success in a highly competitive 21st century global environment
- Learning how to navigate through economic and financial downturns
- Refining executive level leadership styles to harmonize with latest models and best practices drawn from the study and analysis of successful executives from across the globe
- Enhancing leadership skills and becoming a more agile, effective leader
- Understanding new business and corporate strategies linked to success
- Turning your potential into tangible, bottom-line results
- Clarifying who you are and what you want to achieve
- Making more effective strategic decisions
- Becoming more focused and directed towards exceptional business results
- Managing change, stress, and maintaining poise under pressure
- Developing the discipline to sustain higher performance levels at both the individual, team, and organizational levels

c.

Why this Program is Unique:

This dynamic and engaging program provides you with a bold, frank look and “reality check” on the major pitfalls senior level executives fall victim to and how to avoid them. Sessions provide attendees a chance to develop fresh, new strategic approaches focused on transformation and change applied to their own situations. Also, the retreat provides participants with an opportunity to relax, step back from the daily stresses and freely exchange ideas, and revitalize themselves. Knowledgeable faculty and peers, special exercises, simulations, and case studies help stimulate new thinking, and provide renewed energies to face the tough choices back in your own organization. Topics focused on include: leadership competencies for the 21st century, re-defining the role of the senior-level executive, how to maintain poise under pressure and keep your mental edge, how to keep your own vision and passion ignited and fostering change, developing human capital and fostering high performing teams, creating a culture of engagement and participation, and successfully implementing strategic plans and other organizational initiatives to achieve high performance.

Do not neglect the most important ingredient for future success.....the enrichment and improvement of your own knowledge, skills, and competencies. This stimulating Program is based on principles derived from organizational psychology as well as international studies of the personal psychology and behaviors of the most accomplished leaders and those known for leaving behind a legacy for their achievements and accomplishments.



d.

Who This is For

- Senior-level executives (presidents, CEOs, CFOs, COOs, division heads, general managers, senior-level VPs, etc),
- Other senior level executives with top-level responsibilities,

e. Programme Outline

DAY ONE

- Introductions
- Program objectives/Setting the agenda
- Reality check: The current condition and state of CEO's today
- Core values, vision, mission, and strategic planning – individual exercise
- Leadership competencies for the 21st century senior level executive
- Pre and post 21st century organizational reality
- Team assignment and feedback

DAY TWO

- Navigating through economic and financial downturn cycles
- Business and corporate strategies: Guidelines for success
- Perspectives from the US
- Self-management, wellness, and life balance
- Organizational performance model and strategies
- Improving your “leadership quotient” – Becoming a transformational leader
- Team activity and feedback

DAY THREE

- Team presentations
- Optimizing human capital, engagement, and teamwork
- Making the leap from strategy to execution
- Executive development plan
- Summary and Conclusion
- Graduation

f. Program Accreditation:

All programs are accredited by the Institute for Leadership and Global Education (ILGE) for post-graduate-level program content and by faculty qualified to present at Postgraduate University-level standards. All program attendees completing full requirements of the Program will receive a Certificate of Acquired Competencies from ILGE. A Certificate of Attendance will be offered to those who do not complete the additional requirements for Certificate status. Programs are at level to be submitted to accredited Universities to be qualified as credits toward a Degree Program. In conformity with the guidelines established by the International Association for Continuing Education and Training, these programs are authorized for Continuing Education Units (CEUs) and are recognized by various professional

associations for meeting professional education yearly requirements. CEUs are awarded only on satisfactory completion of program requirements with 1.0 CEU unit awarded for every 10.0 hours of instruction.



g. Program Schedule (Time Table)*

08:00 - 08:30	Registration
08:30 - 10:15	Program
10:15 - 10:30	Coffee Break
10:30 - 12:00	Program
12:00 - 1:00	Lunch
1:00 - 2:30	Program
2:30 - 2:45	Break
2:45 - 4:30	Program

*Note:
Teams will be meeting out of regular class hours including evenings.



Program Faculty

John P. Keenan, Ph.D. is Founder, President and Professor of Leadership Studies of the **Institute for Leadership and Global Education (ILGE)**, an international, interdisciplinary-based, and non-denominational institution of higher education focused on bringing the best thinkers, faculty, researchers, practitioners, and leaders together to address the major leadership crises and educational needs on local, regional and global levels. He has been presenting leadership, team building, and high performance workshops, seminars, and providing consulting services to organizations throughout the world. John brings to his position over 30 years of experience and is internationally recognized as an organizational psychologist and as a leader in the design and development of leadership and management educational programs.

Dr. Keenan provides consulting services to organizations such as SONY, Inc., Caterpillar, Inc., Dubai Airport FreeZone Authority (DAFZA), MAF-Dalkia Inc. of Dubai, Singapore Ministry of Education, Supreme Education Council of Qatar, Trinidad-Tobago Ministry of Education, Lucent Technologies (AT&T), Honeywell Inc., Lands' End, Inc., Harley-Davidson, Inc., Freepoint Medical Center, Bellin Hospital, Wisconsin Medical Association, General Mills, Inc., American Airlines, Inc., Asia Inc. School of Management, Ernst & Young, Human Resource Management Association of Trinidad-Tobago (HRMATT), Asian Institute of Management (AIM); Arabian Society for Human Resource Management (ASHRM), Civil Service College of Singapore, Camcar/Texttron, Inc., Eaton Corporation; Bell Laboratories, U.S. Department of Energy; Ameritech, Inc., Fairchild Semiconductors, Inc., Alkar (a Division of DEC International); Sammons Financial Holdings, Inc., American Institute of Banking; M & I Data Services, Inc., Personnel Management Association of the Philippines (PMAP), Oasis Hospital of Al Ain - UAE, American Society for Training and Development (ASTD), World Future Society, Integrative Learning of Singapore, and Posbank of Singapore.

John holds a Ph.D. in Sociology/Anthropology from United States International University in San Diego

as well as an M. A. in Sociology from San Jose State University, and a B. A. in Sociology from the University of Santa Clara. John has held a tenured faculty position and been Founding Director of Leadership Programs at the University of Wisconsin-Madison's School of Business, been a Dean of the School of Leadership and Human Development at St. Bonaventure University (Buffalo, New York) and Founding Director of their award winning Master's in Professional Leadership Program, as well as been a faculty member at a number of Universities including Pepperdine University, Chapman University, College of St. Rose, and been a Dean at a Community College in South Carolina. In addition to conducting seminars throughout the US, he has conducted keynote addresses and made presentations to audiences throughout the world including Singapore, Malaysia, Philippines, Ireland, Norway, Austria, Belgium, Greece, Turkey, Egypt, Costa Rica, Argentina, Brazil, Mexico, Canada, and Spain.

John, a gold-medal winning author, is the author of seven books, "Strategic Planning, Leadership Development, Problem Solving and Decision Making, and Conflict Resolution", "FASTSTART: An in-depth seminar for managers", "Foundations of Leadership: New Manager Leadership Guide", "Foundations of Leadership: A Facilitator's Guidebook", "Whistleblowing: Managing Dissent in the Workplace", "Whistleblowing Research: Methodological and Moral Issues" and "Cognitive Maps of Violence". He has published more than sixty articles in major journals such as "The Journal of Business Ethics", "Journal of Social Behavior and Personality", "The International Journal of Values-Based Management", "The Journal of Business and Psychology", "Employee Responsibilities and Rights Journal", "Management Accounting", and "Futures Research Quarterly". He has presented more than fifty research papers on such subjects as performance enhancement, team building, leadership, work stress, identity as a manager, management ethics, whistle-blowing, and terrorism. He is a favorite with audiences throughout the world because of his special skill of being able to translate new concepts and unique insights into practical learning experiences.

He also is President of the Association on Employment Practices and Principles (AEP), Editor-in-Chief of the Employee Responsibilities and Rights Journal, and a member of the Academy of Management, American Psychological Association, American Society for Training and Development, The Institute of Managerial Sciences, The International Association of Conflict Management, Organizational Development Network, and World Future Society. John is also listed in the Who's Who in the World and Who's Who in Finance & Industry 1996-present).

Dato' Dr. Michael O. K. Yeoh is Co-Founder & CEO of the Asian Strategy & Leadership Institute (ASLI), Malaysia's leading independent Think Tank and foremost Conference Organiser that brings together senior government, business and thought leaders in interactive, high-level discussions. As CEO of ASLI, he conceptualised and founded the World Ethics & Transparency Forum, the World Islamic Economic Forum, the ASEAN Leadership Forum and the Asia Economic Summit. He also established the Centre for Public Policy Studies (CPPS) to undertake independent public policy research.

A strong advocate of international networking and track two confidence-building processes, he helped set up the Malaysia-US Business Council, the Malaysian-British Business Council, the Malaysia-Russia Business Council and Malaysia-Indonesia Business Council where he serves as Executive Director of these Business Councils. He is also Joint Secretary-General of the Malaysia-China Business Council, the ASEAN Business Forum and the Corporate Malaysia Roundtable.

Dato' Yeoh's management career covers over 10 years experience in the financial sector where he was Principal Adviser and Executive Vice-President of Southern Bank. He was also a Director of SB Venture Capital Corporation and SBB Capital Markets Sdn Bhd. He sat on the Board of SBB Asset Management Company (then Malaysia's second largest fund management company managing over RM5 bill – USD1.5 bill assets, prior to the merger with CIMB Bank).





He has also extensive experience in the Education and Healthcare industries. He was appointed by the Minister of Finance Incorporated to sit on the Board of Directors of Malaysia's National Heart Institute. He was a Co-Founder and Director of Prime College and MSC-Syme Business School (set up in association with Australia's Monash University). He was also Executive Director of Sunway College and currently sits on the Council of the Wawasan Open University.

He graduated in Economics & Accounting from Monash University and did his practical accounting training with PricewaterhouseCoopers in Melbourne. He has attended the Aresty Institute of Wharton School in USA, the Melbourne Business School and UCLA's Graduate School of Management. A Certified Management Consultant, he specializes in Corporate Strategic Planning, Asian Strategy and Political Economy. He was Vice-President of the Institute of Management Consultants and the Malaysian Institute of Directors. He is a Member of the Institute of Directors, UK.

Contributing his time to National Service, he served on the First and Second National Economic Consultative Council. He was appointed by the Prime Minister to the National Unity Advisory Panel and the Royal Commission on Police. He is a Commissioner on Malaysia's Human Rights Commission (SUHAKAM). He is a Member of the Board of Trustees of the National Unity Foundation and the World Islamic Economic Forum Foundation.

Dato'Yeoh has written several books on Management, Leadership and Malaysian Politics such as Vision & Leadership, Management Strategies for Malaysian Companies, Globalization and the New South and the Malaysian Chinese. A sought after speaker, he has addressed international conferences and forums organised by the Asia Society New York, World Economic Forum, Confederation of Indian Industry, China Development Institute, Young Presidents Organization, Institute of Southeast Asian Studies Singapore, Michigan Business School, Wilton Park UK, the Monash Asia Institute Australia and the National Institute of Public Administration (INTAN).

Datuk Nicholas S. Zefferys is President and Chief Executive Officer of Applied Consulting & Engineering Sdn. Bhd., which provide strategic planning, business development, and technical services. He is Governor and Past President of the American Malaysian Chamber of Commerce (AMCHAM), He serves on several Boards including the Malaysia-United States Business Council, Southern Bank Berhad, and Southern Bank Berhad Securities. He is also affiliated with the Washington D.C. firm, Manatt Jones Global Strategies, LLC as its Malaysia SE Asia representative.

He has a forty-year multinational career in strategic leadership positions across top US and foreign companies. He has been in Malaysia for fourteen years having worked in the Renong Group for four years in the start-up phase of Time Telekom (now Time dotCom).

Datuk Zefferys has served internationally as a Board member on a number of NGO and charitable organisations. Datuk Zefferys also has substantial experience in elective and appointed positions in government service.

He conducts seminars and workshops on a wide range of business topics, and lectures at universities, institutions and conferences globally. Datuk has authored and contributed to a number of articles, books and other publications.

He received his Bachelor of Electrical Engineering from Rensselaer Polytechnic Institute in New York and a Masters in Business Administration from State University of New York at Buffalo. He has also studied at Columbia University, University of Washington, Seattle University, University of Utah, Polytechnic Institute of Brooklyn, and the University of Southern California.

He served several years as a midshipman and an officer in the United States Navy. In addition he was an advisor in the early 1960's to the joint military commands in Vietnam and Thailand on the deployment of military communication systems.

Datuk is married with three grown children in the USA. His wife Datin Marlene is currently the Coordinator Educational Advising Centre at the Malaysian American Commission on Educational Exchange better known as MACEE.

Tan Sri Dato' (Dr) Ramon V. Navaratnam was educated at the Victoria Institution in Kuala Lumpur and at the University of Malaya in Singapore where he received his B.A. (Hons) in Economics.

He received his Diploma in Public Administration from the Royal Institute of Public Administration in London in 1963 and then his M.P.A. (Econs) from the Harvard (USA) in 1969. He obtained an Honorary Doctorate of Laws from the Oxford Brookes University (UK) in 2000.

Tan Sri Ramon joined the Malaysian Civil Service in 1959 and held several positions in his long career of 27 years in the Malaysian Treasury and became the Deputy Secretary-General of the Treasury. He was promoted as the Secretary-General of the Ministry of Transport in 1986. He was Alternate Executive Director of the World Bank in Washington from 1970 to 1972. He retired from Government in 1989 and became Chief Executive Officer of Bank Buruh (now BSN Commercial Bank) from 1989 to 1994.

Tan Sri Ramon is the Chairman of the Centre for Public Policy Studies at the Asian Strategy & Leadership Institute. He is also currently the Corporate Advisor of the Sunway Group, Deputy Chairman of Sunway College, Director of the Asian Strategy & Leadership Institute (ASLI) and the newly elected President of Transparency International Malaysia.

REGISTRATION FORM PQ-21 Senior Executive Retreat

Dr/Mr/Ms

Position

Tel Fax

E-mail

Organisation's Name

Mailing Address

Approving Manager's Name

Position

Human Resource/Training Manager

Tel Fax

E-mail

Bankdraft/Cheque No.

Bank Amount

Please indicate the nature of your business

- | | | |
|--|---|---|
| <input type="checkbox"/> Natural Resources | <input type="checkbox"/> Construction / Engineering | <input type="checkbox"/> Properties |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Communications & IT | <input type="checkbox"/> Insurance / Healthcare |
| <input type="checkbox"/> Service & Retail | <input type="checkbox"/> Consultancy | <input type="checkbox"/> Education |

Others, please specify

- No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

- | | | | |
|------------------------------------|--|-------------------------------------|-----------------------------|
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Service | <input type="checkbox"/> IT |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Personnel | <input type="checkbox"/> Management | |

Others, please specify

REGISTRATION INFORMATION

REGISTRATION FEES:

Full Registration Fee RM5500.00 per person
(for 3 days, 2 nites residential programme)

Note: The fee is inclusive of 2-nite hotel accommodation, 2 breakfasts, 3 luncheons and refreshments as well as Course Materials.

VENUE:

Palace of the Golden Horses, Mines, Kuala Lumpur

PAYMENT:

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on 'space availability' basis. Cheques and bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd.**

FOR PRIVATE SECTOR:

The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fees prior to the event date.

FOR GOVERNMENT OFFICIALS:

A Local Order (**LO**) or letter of approval to participate must be presented before the event.

SUBSTITUTION/CANCELLATION:

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in **WRITING** by **16th July 2009**. No refund will be made for cancellation received after **16th July 2009**.

Send/fax this entire form (or a photocopy) to:

ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI)
1718, Jalan Ledang, Off Jalan Duta, 50480 Kuala Lumpur
Tel: 2093 5393 Fax: 2093 3078
Toll-free: 1 800 88 3096
www.asli.com.my

Kindly Contact:

AINI SALWA

General Line: +(603) 2093 5393 ext.216
Direct Line: +(603) 2093 7393
E-mail: aini@asli.com.my

ANUKSHA GEORGE

General Line: +(603) 2093 5393 ext.210
Direct Line: +(603) 2093 4859
E-mail: anuksha@asli.com.my

OR

DR. JOHN KEENAN

President and Professor of Leadership Studies,
Executive Director of Performance Coaching Division

E-mail: john@institute-leadership-global.org
Website: www.institute-leadership-global.org