

Dear CEO and Management Team

EXCLUSIVE VIEWING VIA DELAYED TELECAST:

LIVING LEADERSHIP:

Delivering Results the *Right Way*

Experience the World's Largest Leadership Event in Kuala Lumpur

You will have an unprecedented opportunity to join 80,000 business leaders around the world in an event that will help you deliver results in your work and life. **Living Leadership: Delivering Results the *Right Way***, presented in cooperation with *BusinessWeek*® magazine, sets a new standard for business excellence in the 21st century.

RAYMA Sdn Bhd is very pleased to be your exclusive local host for this important event:

DATE : December 1, 2004
TIME : 9.00am – 4.30pm
VENUE : Putra World Trade Centre Kuala Lumpur

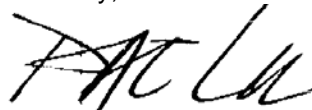
Unlike anything you've seen before, **Living Leadership** brings together a powerfully diverse group of the world's leading business authorities. This dynamic event includes: **Donald Trump**, Chairman, The Trump Organization; **Mikhail Gorbachev**, Nobel Peace Prize Winner and former President of the Soviet Union; **Jim Collins**, speaking on his recent best-seller, *Good To Great*; **Peter Drucker**, the father of management and author of *The Effective Executive*; **Rosabeth Moss Kanter**, Harvard Business School Professor; **Ken Blanchard**, best-selling author of *The One Minute Manager*; **John C. Maxwell**, best-selling author of *The 21 Irrefutable Laws of Leadership* and acclaimed speaker; **Russell Simmons**, Entrepreneur and Co-Founder of Def Jam Records.

In addition, you will have exclusive access to the **BusinessWeek® Executive Panel**. These dynamic executives and renowned leaders share how they interpret leadership in practical, relevant terms. Joining the panel with a special session will be Jack Welch's Executive Assistant and author of *Managing Up*, **Rosanne Badowski**, and **Caroline Kepcher**, an Executive Vice President to Donald Trump and a lead role on NBC's hit show, *The Apprentice*.

Each of the cutting-edge insights shared by this gathering of world-class leadership authorities will deliver effective benchmarks your team will use to shape your business outcomes. **Living Leadership: Delivering Results the *Right Way*** is the best investment you will make this year.

Please mark December 1, 2004, on your calendar and share the enclosed brochure with your co-workers, colleagues and friends. Take advantage of group discounts to ensure everyone on your team can learn and apply the lessons of Living Leadership. We look forward to seeing you there.

Sincerely,



Pat Lu
Chief Imagination Officer
RAYMA Sdn Bhd

P.S. Tickets are selling quickly, so register now online at <http://www.rayma.com.my/LL/index.shtml> or call (03) 7804 4666 / 777 / 888.

EXCLUSIVE VIEWING

Executive Panel presented by BusinessWeek

LIVING LEADERSHIP

1 DEC 2004 ♦ PWTC ♦ KUALA LUMPUR

About the Program Speakers Event Schedule Download Brochure Register Now!

Donald TRUMP Mikhail GORBACHEV Jim COLLINS Peter F. DRUCKER Russell SIMMONS Rosabeth Moss KANTER Ken BLANCHARD

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ABOUT THE PROGRAM

Living Leadership: Delivering Results the Right Way is the largest event of its kind in the world yet personal enough to impact you and your management team in measurable ways.

No other event consistently delivers the lineup of respected leaders, authors, and practitioners or provides the quality learning experience associated with this premiere annual event. These are the Futurists, who envision a different way of thinking and are at the forefront redefining their categories... The trusted leadership authorities whose best-selling books and personal legacies continue to define how leadership, teamwork, and business is done and on December 1, they will be your teachers at Putra World Trade Centre Kuala Lumpur.

In one incredible day, you will learn strategies for developing the collective leadership skills of your team — exceeding your organization's standards for performance, productivity, and profit.

These preeminent marketplace leaders will challenge you to deliver the results that mark both successful leaders and the companies they serve. You will customize a Leadership Action Planner with executable steps that you can put into practice to achieve the right results right now!

From innovative and emerging start-ups to Fortune 500 companies, along with military, government, and non-profit agencies, over 80,000 will attend this LIVE global event in one of 95 cities and more than 30 countries.

[Register YOUR TEAM today](#) for this unparalleled opportunity to engage the minds and spirits of your people and unleash their potential for delivering results the right way.

Delivering Results

Delivering Results the Right Way is what marks a legendary leader.

Results are the milemarkers of the greatest leadership success stories in business today. Donald Trump, Russell Simmons, Jack Welch, Warren Buffett, Bill Gates and many more. Each is a portrait of sustained competitive advantage fueled by an unswerving commitment to execute, implement and deliver results. But they have gone further, leading in such a way that delivering results the right way allows them to build something beyond themselves, and create a legacy of enduring leadership through others.

Stakeholders and boardrooms continue to be seduced by high-profile, high-promise CEO's and leadership teams that are brilliant at strategy and tackling "big issues" yet are dismayed when an inability to turn ideas and plans into reality forces a continuous cycle of employee transition, executive turnover and erratic change. Nothing could be more lethal to the people, productivity, and profit of an organization.

Implementation, execution and delivering of results the right way are a leader's number one charge.

Successful implementation depends on a leader's ability to create a strong sense of purpose and commitment at all levels within the organization. The leader must ensure a relentless focus on the important corporate priorities that will contribute to drive strategic goals and must seek to eliminate distractions: there is a great tendency with many people to confuse 'busy-ness' with effectiveness.

Your people are the key to the successful execution of your business strategies.

A critical component of business success is having the very best people. Jack Welch says that "if your Human Resources director isn't the person sitting beside you at a leadership conference, you're an idiot." People are the key to successful execution of the business strategies. They represent the real value of the business. They hold the key to "sustained competitive advantage."

Success, then, also depends fundamentally upon a leader's ability to measure and monitor performance progress accurately and quickly - and on measurement of the right results. Simple results will not do; you need inspired, quantifiable results that flow from the hearts of leaders in ways that engage the minds and spirits of other people in their charge. True leaders encourage people to fulfill objectives and achieve goals as well as sponsoring the effort to enrich individuals, teams, and entire departments.

Everyone talks about culture, but if you don't operationalize it then it doesn't happen.

Culture is not enough. Leaders must drive execution, but you have to drill down further and say what are the various processes in the company that converge to create the culture. Which of these processes are working and which are not? What is working to deliver profitability, what is not working? Then how do you improve those processes that are not delivering results--what is your execution methodology...your leadership action plan?

Learning Outcomes

Living Leadership: Delivering Results the Right Way focuses on what to do here and now to achieve lasting results by maximizing the talents of your team.

When you attend, you will gain insights into the following:

- Learn what it means to be a personal leader and how to leverage that power
- Adopt the leadership mindset in order to think and do for the organization
- Create a vision for where you want to take your team
- Communicate with conviction, credibility, and compassion
- Focus on execution
- Delegate responsibility and authority to do the job
- Learn to anticipate change and make it work for your team
- Coach your people to improve their performance
- Enable people at every level to lead
- Commit to leading by example
- Learn to manage as a manager and lead like a leader
- Create conditions for people to motivate themselves
- Develop your people to achieve their personal and professional goals
- Develop powerful results that achieve your leadership goals for yourself, your team, and your organization.

Certificate of Professional Leadership Development will be awarded at the end of the program.

3 SPECIAL FEATURE SESSIONS

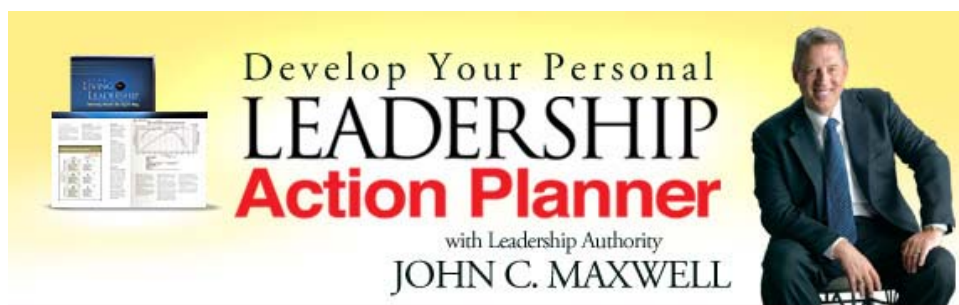


Carolyn Kepcher, Donald Trump's trusted advisor on NBC's #1 hit *The Apprentice* and Executive Vice President of the Trump Organization, and Rosanne Badowski, executive assistant to Jack Welch and author of *Managing Up*, will team up to provide insights into how to forge an effective relationship with those above you. They will teach you how to influence up and achieve results through dynamic collaboration.



The **Living Leadership Executive Panel** is a candid forum of executives and leaders of the most renowned enterprises and innovative brands in our global marketplace. In addition to Living Leadership's keynote speakers, this panel of practitioners will share how they apply the timeless principles of leadership to the current realities of business.

The Executive Panel will be hosted by Jackie and Kevin Freiberg, authors of best-seller "*Nuts! Southwest Airlines' Crazy Recipe for Business and Personal Success*" and will be anchored by SAS Chief Executive Officer, Jim Goodnight.



John C. Maxwell, a best-selling author and leadership authority, will help you map a Leadership Action Plan that will translate insights and principles from *Living Leadership* into the daily practices that will ignite your leadership. You'll craft a comprehensive plan, full of ideas and executable steps that will ensure you deliver results, the right way. This custom tool ensures that beyond inspiration, your execution will be lifted.

KEYNOTE SPEAKERS

Donald Trump



A schoolboy's dream...a competitor's challenge. Donald J. Trump is the very definition of the American success story, continually setting the standards of excellence while expanding his interests in real estate, gaming, sports, and entertainment. He is the archetypal businessman - a deal maker without peer and an ardent philanthropist. An accomplished author, Mr. Trump's first autobiography, *The Art of the Deal*, has become one of the most successful business best-sellers of all time, having sold in excess of three million copies, and being a New York Times number one best-seller for 32 weeks.

Chairman and President, The Trump Organization
Best-selling Author, *The Art of the Deal*
Producer/Host of the NBC Hit reality series,
The Apprentice



Mikhail Gorbachev



Mikhail Gorbachev served as leader of the Soviet Union from 1985-1991. He is world-renowned and admired for streamlining and decentralizing the oppressive system he inherited. In an effort to secure relations with the West, Gorbachev signed two broad disarmament pacts, and ended Communist rule in Eastern Europe. He taught the world two new words: perestroika (governmental restructuring) and glasnost (political openness). As a result of his extraordinary achievements, Gorbachev was the recipient of the 1990 Nobel Peace Prize, the Orders of Lenin, the Red Banner of Labor, and the Badge of Honor.

President of the Soviet Union: 1985-1991
Nobel Peace Prize Winner: 1990
TIME Magazine "Man of the Decade" 1990



Jim Collins



Driven by a relentless curiosity, Jim Collins began his research and teaching career on the faculty at Stanford Graduate School of Business. In 1995 he founded a management laboratory in Boulder, CO, where he conducts research and serves as a teacher to senior executives and CEO's at over 100 corporations. Jim Collins is a student and teacher of enduring great companies. His latest book, *Good to Great: Why Some Companies Make the Leap... and Others Don't*, has attained best-seller status for the past three years and has been translated into 25 languages.

New York Times best-selling author of *Good to Great* and
Built to Last
Founder of Colorado-based Think Tank and Management Laboratory



Peter F. Drucker

Peter F. Drucker's Concept of the Corporation (a GM Case study) validated the notion that great companies could stand among humankind's noblest inventions. After more than 67 years of writing, research, lecturing and influence in both the social sector, government and in public and private organizations, Drucker's seminal thoughts on the contemporary organization have enshrined him in virtually every leadership library worldwide.

Lecturer and Seminal thinker on the contemporary organization
 Best-Selling author of
The Effective Executive and *The Essential Drucker*
 The Father of Modern Management

**Russell Simmons**

Russell Simmons has as many titles as he does companies. The quintessential "mega-mogul" (a.k.a. The "CEO of Hip Hop") is a prolific entrepreneur sitting at the helm of a multimillion-dollar entertainment empire. His formidable conglomerate has produced a record label (alone worth more than \$250 million), a management company (Rush Artist Management), a clothier (Phat Farm), a movie production house ("The Nutty Professor"), television shows, a magazine and an advertising agency.

Founder of Rush Communications and Phat Farm
 Prolific entrepreneur and media mogul

**Rosabeth Moss Kanter**

Rosabeth Moss Kanter has been one of the leading businessmanagement gurus for years. In 1986, she became one of the first tenured female professors at the Harvard Business School, and she served as editor of the Harvard Business Review from 1989 to 1992. In her new release, *Confidence: How Winning Streaks and Losing Streaks Begin and End*, Kanter demonstrates that success is not simply a matter of money and talent; it emerges from confidence.

Professor of Business Administration, Harvard Business School
 Editor of Harvard Business Review: 1989-1992
 Best-selling author of *Confidence*



Ken Blanchard



Many people know Ken Blanchard as the best-selling co-author of *The One Minute Manager*, *The Leadership Pill*, *Whale Done*, and many other best-selling books. What some overlook is Dr. Blanchard's long history in business. He and his wife, Margie, just celebrated the twenty-fifth anniversary of their entrepreneurial effort, now called The Ken Blanchard Companies. Purpose is essential to Dr. Blanchard and the business he built is founded on three principles: one, to create opportunities for people that they love and care for to work together; two, to make a difference in people's lives; and three to have fun.

Founder of Ken Blanchard Companies
Best-selling author of *The One Minute Manager*



Carolyn Kepcher



Carolyn Kepcher's popularity has recently soared with her roll on the NBC hit reality series, *The Apprentice*. Known as both "Trump's sidekick" and "henchwoman," the 35 year-old Kepcher is the Chief Operating Officer and General Manager for the Trump National Golf Club in Briarcliff Manor, New York and The Trump National Golf Club in Bedminster, New Jersey. She has been with the Trump Organization since 1994 and currently oversees the day to day operations of over 250 employees at both Trump golf properties.

Rosanne Badowski



Rosanne Badowski is the acclaimed Executive Assistant to John F. Welch, Former Chairman & Chief Executive Officer of GE. Since Mr. Welch's retirement from GE in 2001, she serves as his assistant and office manager in the consulting company of Jack Welch, LLC, in Boston, Massachusetts. Rosanne is the author of *Managing Up: How to Forge an Effective Relationship with Those Above You*, published by Doubleday in 2003. She has addressed several audiences and contributed to many publications discussing the role of executive assistants in business today.

Event Schedule

Including 3 Special Feature Sessions

08:30 am	Registration and Networking
09:30 am	Welcome Address Session I
11:00 am	Coffee Break
11:15 am	Session II
12:30 am	Lunch Break
02:00 pm	Session III
03:30 pm	Tea Break and Networking
04:30 pm	End

Certificate of Professional Leadership Development will be awarded at the end of the program.



Testimonials

Read What People Have to Say about Living Leadership

“Living Leadership consistently delivers innovative ideas on the most relevant marketplace issues...”

Mark Miller
Vice President / Training Development
Chick-Fil-A

“By far, the best leadership event of the year. Great speakers who share from their successful business experience is truly inspirational and insightful...”

Richard MacKinnon
Manager / Leadership Development
ABM Industries

“Fantastic Event! Amazing speakers that gave me an invaluable opportunity to positively strengthen my leadership skills...”

Jason Shepherd
Consumer Loan Officer
Union Bank of California

“Living Leadership is the only chance you ever get to sit down with so many who have changed the way companies organize, lead, and empower their people...”

Margaret Fiorenza
Manager / Leadership Development
Pitney Bowes

PROGRAM DETAILS

Exclusive Viewing via Delayed Broadcast

LIVING LEADERSHIP: Delivering Results the *Right Way*

December 1, 2004 ■ 9.30am-4.30pm ■ Putra World Trade Centre, Kuala Lumpur

YOUR INVESTMENT

RM 880 per person. Rate includes Participant Workbook including a Leadership Action Planner, Certificate of Professional Leadership Development, lunch and refreshments.

EARLY BIRD RATE

Take 10% off the fee – Pay before 30 October 2004

Team Attendance Highly Recommended

This is to facilitate successful implementation of the knowledge acquired from the program.

Group Incentive

10% off for 5 or more from the same company.

RESERVATIONS

Reservations can be made by telephone, fax or by e-mail. Registration is confirmed on receipt of registration form and payment cleared before program date. If unable to do so due to government policy or company procedure, please advise late payment in writing.

Secure your seats. Register online at <http://www.rayma.com.my/LL/index.shtml>

CANCELLATION POLICY

Full refund for written notice received 2 weeks before program. A 25% cancellation fee will be levied for late cancellations. No refunds after commencement of program. *Substitutions are allowed.*

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Full refund if we do not deliver what we promised. Just turn in your workbook at the end of the program.

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REGISTRATION FORM

YES! Please register the following participants for the

Exclusive Viewing via Delayed Broadcast

LIVING LEADERSHIP: Delivering Results the *Right Way*

December 1, 2004 ■ 9.30am-4.30pm ■ Putra World Trade Centre, Kuala Lumpur

Name 1:	
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E-mail:	
Name 2:	
Position:	
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Name 3:	
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Company:	
Address:	
Tel:	Fax:
E-mail:	
Contact Person:	
Position:	
DL / Mobile:	
E-mail:	

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Fax us the bank-in slip with this registration form at (03) 7804 4484

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Cheque # : _____ Amount : _____

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Fax this registration form then send with payment to:

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