

"I may not be Tom Peters.
But I am different."

Paul Bridle



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Presents

Leadership Methodologist

Paul Bridle

with

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April 30, 2014 - Mövenpick Hotel & Resorts, Karachi

May 2, 2014 - Pearl Continental Hotel, Lahore

9:00 am to 5:00 pm

Watch Paul as he speaks about some of the issues
relating to leaders and the culture they create.
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For Details & Registration:

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Paul Bridle

Leadership Methodologist

For over two decades Paul has researched effective organizations and the people that lead them. He studies trends in business and identifies what makes successful organizations and the ways business will operate in the future. The results of his personal study into effective Leaders has been used and quoted in articles all over the world. As a result of his work he has been voted 12th in the Top 20 Most Influential Leadership Gurus in the World for three consecutive years, and in 2010 has been included in the list for the Top 100 Management Gurus of all time.

Paul explains things in a simple and uncomplicated way while combining his global perspective with personal research and gives practical ideas that people can actually use to raise their ability to manage and lead as well as get the best out of their people. His presentations are enlightening, exciting, inspirational and highly informative. The results of his research allow people to discover the true qualities of a leader as well as give people the opportunity to measure themselves against what is expected from a Leader.

Paul is a Fellow of the Institute for Business Consultants, and is currently on the Faculty for Duke University and of the Institute for Management Studies. He is also a Certified Speaking Professional, Member of the Canadian Journalist Association, Fellow of the Professional Speaker Association, NLP Practitioner, has an Advance Diploma in Sales and Marketing with the University of Zimbabwe.

Paul is a dynamic author and writes articles, books and columns for magazines and journals around the world.



What delegates have said about Paul

"Paul has the ability to look at a situation from a different angle and bring a fresh perspective. He makes me think and helps me identify the areas that need my attention both personally and in business."

Shaun McGarry - Finance Director, UK

"Paul Bridle walks his talk! He manages to achieve outstanding results whilst multi-tasking and at the same time he injects humor, challenge and care into everything he does. He does all of this from a position of integrity and passion."

Curly Martin - Executive Coaching Specialist

"Paul has a unique ability to 'make leadership tangible' and his direct style is very refreshing when compared to some of the 'fluffy' leadership presentations we have had in the past."

Mark Jesty, IMS Toronto

Paul has delivered training all over the world including the UK, USA, South Africa, Eastern & Western Europe, India, China, Singapore, Iran & Australia, and has spoken to cross-cultural audiences of sizes 20 - 5000+ from a range of industry sectors.



“

LEADERSHIP

is to manage people's perceptions and that includes the attitude people have towards their job, their colleagues, their customers and any other aspect of the job that affects their behavior"

- Paul Bridle

”

The Leadership Challenge!

Program Overview

The changing nature of the workforce and the dramatic rise in organizational complexity has necessitated a more collaborative outlook with reference to organizational leadership. The greater dependency on technologies and the rise of distributed work arrangements have placed new demands on how leaders interact with their people. A distributed view of leadership is on the rise, shifting the focus from the traditional single leader to an intricate and complex web of leaders who possess a range of abilities and experiences necessary to ensure that the leadership function is carried out to the benefit of the wider organization.

Today's organizations need leaders that can drive the business, come up to the expectations of the market, lead the people and lead themselves. This seminar focuses on the needs of the customers as well as the business, what people want from their leader and what qualities a leader should possess in order to motivate himself.

What the Market wants from the Leader

Session 1

The customers' expectations and their understanding of what they want are changing and will continue to change. The leader needs to be able to set a strategy that deals with customer needs and ensure that correct value is being offered. Successful organizations have moved beyond just Customer Service and are responding to the customers in a different way. In this session participants will discover:

- Needs of the Market
- Value being delivered
- Building a Strategy
- Exceeding expectations of Customer Service

What the Business needs from a Leader

Session 2

A business needs to make profit, conform to rules and legal requirements and have the right processes, systems and people in place to operate effectively. This is why a good business leadership is critical to business growth. In this session participants will discover the key elements that a leader should possess in order to deliver the expected results in his domain:

- Leadership competencies needed in Business
- Why Businesses need Leaders
- The cost of Poor Leadership
- Challenging the Business

What People want from their Leader

Session 3

Exemplary leadership satisfies all the needs of the constituents it serves. These constituents may be employees, colleagues, shareholders, and even board directors. For people to operate at the most effective level, they have certain needs from their leaders. In this session participants will discover:

- Attributes of a Leader that people respond to
- Leading with integrity
- Being the person People want to follow
- Getting the best out of People

What the Leader needs to be Effective

Session 4

Being a leader is more than just having a title. Highly effective leaders understand self-leadership as the basis for being an effective leader. In this session participants will look at the different mindsets of a leader and what motivates him. They will explore:

- Self leadership - basis to Effective Leadership
- Self-evaluation of your abilities
- Thinking like a leader
- Being in control by letting go

This program is relevant for:



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Ron Kaufman
Service ICON and Founder,
Up Your Service





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The Leadership Challenge!

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Program Investment
PKR 25,000/-
per participant

10% Group Discount
on 3 or more nominees

Special Group Packages
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FEE INCLUDES:

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