

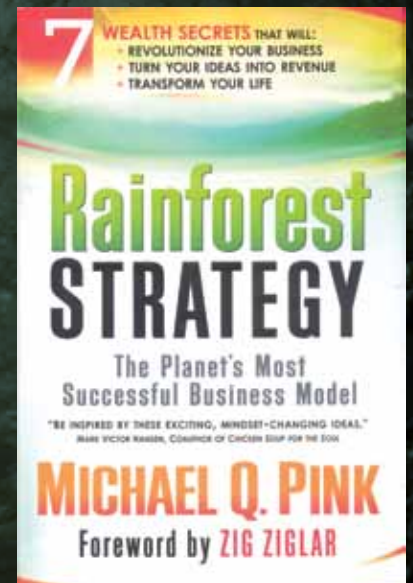
THE PLANET'S MOST SUCCESSFUL LIVING BUSINESS MODEL

SHIFTING PARADIGMS:

FROM MANMADE PROBLEMS TO NATURE'S INSPIRED SOLUTIONS

PROFITS, PRODUCTIVITY, PEOPLE & PLANET

The very first **RAINFOREST STRATEGY PROGRAM** to be organized in the Asia Pacific region, after the Barro Colorado Rainforest events, Panama



10TH - 12TH NOVEMBER 2010

DAMAI PURI RESORT & SPA, KUCHING, MALAYSIA

Joint Organizers



Sponsors



Supporting Partners

Co-Event Organizer



Official Event Venue





PROFITS, PRODUCTIVITY, PEOPLE & PLANET

As we move beyond the industrial economy to a more knowledge-based economy, business is beginning to recognize that the real profit to be earned from nature comes from the principles by which it flourishes, more than the exploitation of its resources. The rainforest is the most fruitful, productive and diverse ecosystem on the planet despite having limited capital. (It has limited poor-quality topsoil.) So the question beckons: How does the rainforest deliver so much fruitfulness, so much productivity and so much diversity from relative scarcity? The answer to this question is what every cooperate leader, business owner, entrepreneur and manager needs to know and **we intend to show you at this event.**

BENEFITS OF ATTENDING

Be one of the first 80 Business Leaders and Managers to experience a great **LIFE & BUSINESS CHANGING** opportunity to learn directly from Michael Pink, one of the World's renowned management 'Guru' and highly acclaimed author of The Rainforest Strategy.

WHY PARTICIPATE?

- It's an event of **SUBSTANCE: GATHERING** high-profile business entrepreneurs, government officials and industry leaders from across industries.
- It certainly **GUARANTEES** a great value to your investment

The Rainforest Strategy **GUARANTEES** to offer you & your team on how you could:

- Turn your **IDEAS** into **REVENUE**
- Control your market niche with **MINIMUM INVESTMENT**
- Gain clarity & focus for **BETTER DECISION MAKING**
- Skyrocket your team's **PRODUCTIVITY** with less stress
- **DOMINATE YOUR MARKET PLACE** without breaking the bank
- **REDEVELOP** effective financial operations, product development, sales & marketing strategies & performance metrics

WHO SHOULD ATTEND?

- Business & Industry leaders [CEOs, MDs, COOs, CFOs]
- Entrepreneurs
- SMEs – producers and suppliers to MNCs
- Department Heads & Project Leaders
- Business Development Managers
- Marketing Managers
- Governmental Dept. Heads

ADDED VALUE BENEFITS

THE TRAINING TOOL KIT

- Hard cover book of The Rainforest Strategy, specially autographed by Michael Pink
- A complete access to our e-NEWS R.A.I.N report
- Participants will experience the rainforest & see its business lessons firsthand with breakout sessions for practice implementation. You will also receive a 1 year License to our Learning Lab.



Michael Pink. He is the founder of the Rainforest Institute, an organization dedicated to helping individuals and companies get more done with less stress, while growing profits, eliminating

waste and regaining control of their life and time. He also heads up market brand training and development, which pioneered a principle centered approach to the sales process. He is a bestselling author and coauthor of numerous books including, Selling Among Wolves - Without Joining The Pack, Job & Business, How to Manage a Million Dollars or Less and Profiles of Success and now the Rainforest Strategy.

Besides speaking at events, Michael has been a contributing writer for numerous national magazines including Success and Business Reform, and a frequent guest on radio and television programs. He has consulted with or trained companies from small, family owned businesses to companies on the Fortune 100 list. He does seminars and/or serves clients in Europe, Central America, the Caribbean, Canada and the United States of America. He is the originator and author of the much acclaimed **'THE RAINFOREST STRATEGY'**

He currently leads Rainforest Roundtables for entrepreneurs and business executives at a five star luxury accommodation nestled in a lush rainforest in the Republic of Panama where the high productivity secrets of the rainforest are distilled and passed on in a roundtable format.

DAY 1 / WEDNESDAY, 10 NOVEMBER 2010

- 8:30am Registration and Morning Coffee
- 9:00am **Intro : The Epiphany / Breaking the Code / Spontaneous Wealth**
In this session you will learn...
 - Why economies mimic ecosystems and how that can benefit you
 - How the rainforest generates abundance with minimal capital and so can you
 - How becoming a P.U.S.H. company will help you T.H.R.I.V.E.
- 9:45am **Developing a Strategic Vision – How Creating a Compelling Vision Statement can Fuel Rapid and Sustainable Growth. Cash follows clarity**
In this session you will learn how...
 - To unlock motivation, increase loyalty and fuel productivity
 - To make your team “vision led” instead of “leader driven” so you can strategically work on your business instead of in it
 - To help your team see where they fit, what they contribute and how their contribution can be measured
- 10:30am Morning Coffee / Networking
- 10:45am **The No Pest Zone – How to Eliminate Threats and Multiply Your Productivity**
In this session you will learn...
 - Three threats every business faces that you must neutralize before they neutralize you
 - Four pathogens that challenge every business and how you must counter their effect
 - Seven natural “pest” management strategies to unleash tremendous productivity with less stress
- 11:30am **The Drip Strategy – How to Grow 13 Times Faster Than Your Competitors**
In this session you will learn...
 - The one shockingly simple thing that few practice that if done on a consistent basis will multiply your business
 - Where to acquire that one thing that acts like super fertilizer for growing your business.
 - How to create systems to ensure an ongoing supply of that “super fertilizer”
- 12:15pm **The Brazil Nut Effect – How to Multiply Your Reach Into the Marketplace Without Multiplying Your Cost**
In this session you will learn how you can...
 - Acquire things well beyond your budget without impacting your budget
 - Spot lucrative opportunities and turn them into recurring financial streams for your business
 - Form strategic partnerships to dominate your market
- 1.00pm Lunch
- 2.00pm **Tapping Into Abundance – How to Materialize What You Visualize.**
In this session you will learn...
 - How to change the way others perceive you
 - Seven ways to create value using right brain communication
 - How to tear down the barriers of self imposed limitations
- 2.45pm **The Power of Design to Explode Your Growth – How a \$500K Business Grew to \$10 Billion by Design!**
In this session you will learn...
 - How to combine significance with function to multiply value
 - What aspects of your business can be redesigned to enhance the customer experience
 - What you can do with your product or service to power up your value proposition
- 3.30pm **The Fungus Factor – How to Redeploy, Repurpose & Reposition Any Product, Person, Service or Company in a Changing Economy**
In this session you will learn...
 - How to reinvent your product, service or business
 - The difference between wealth and riches and seven forms of each
 - Five core components of every business and how they bring ROI

- 4.15pm **Photosynthetic Systems – Creating, Refining and Monitoring the Systems to Run Your Business.**
In this session you will learn...
 - Why multi-tasking is slowing you down and what you can do about it
 - How to keep the main thing, the main thing
 - The critical measurements you should be tracking consistently to avoid catastrophe and recognize opportunity
- 5:00pm End of Day 1
- 7:00pm Registration for evening of good food and networking
- 7:30pm Cocktail followed by Dinner

DAY 2 / THURSDAY, 11 NOVEMBER 2010

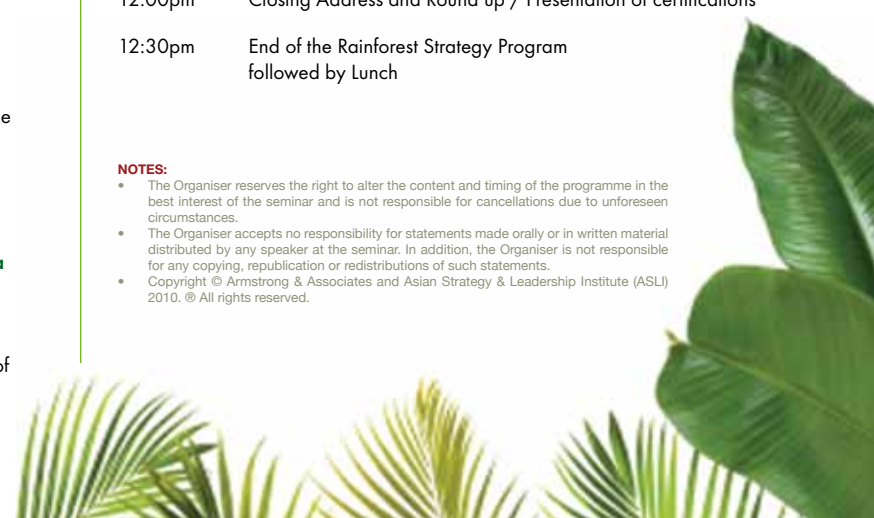
- 7:00am Breakfast and nearby Rainforest visit with first hand lessons
- 1:00pm Return and Lunch
- 2:00pm **What The Strangler Fig Teaches About Timing, Cycles and Rhythm in the Marketplace.**
In this session you will learn...
 - How recognizing cycles and cooperating with them can generate abundance
 - How to spot naturally occurring cycles in business that mimic nature and how you can capitalize on them
 - What the four phases every business goes through and how you can maximize your returns accordingly
- 3:30pm Afternoon Coffee
- 3:45pm **Specialization: How to Increase Efficiency While Differentiating Yourself in the Marketplace.**
In this session you will learn...
 - The one thing that has done more to create wealth in societies than any other thing
 - How “small” can often be very profitable
 - How to break your business and / or sales process into stand alone measurable units of production
- 5:00pm Completion of all outstanding lessons plus open discussion
- 6:00pm End of second day

DAY 3 / FRIDAY, 12 NOVEMBER 2010

- 9:00am **The Orchid Element – How to Market Successfully in any Economy.**
In this session you will learn...
 - The seven constants in marketing you cannot ignore
 - The seven absolutes to generate unbeatable response rates with your advertising
 - The best strategy regarding advertising in a down economy that can help you grow up to 13 times more than the strategy chosen by the vast majority of companies.
- 10:30am Break-out sessions to leap learning and preparing action plan for your company
- 12:00pm Closing Address and Round up / Presentation of certifications
- 12:30pm End of the Rainforest Strategy Program followed by Lunch

NOTES:

- The Organiser reserves the right to alter the content and timing of the programme in the best interest of the seminar and is not responsible for cancellations due to unforeseen circumstances.
- The Organiser accepts no responsibility for statements made orally or in written material distributed by any speaker at the seminar. In addition, the Organiser is not responsible for any copying, republication or redistributions of such statements.
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REGISTRATION FORM

1st Delegate

Dr/Mr/Ms

Position

Tel Fax

E-mail

2nd Delegate

Dr/Mr/Ms

Position

Tel Fax

E-mail

Organization's Name

Mailing Address

Approving Manager's Name

Position

E-mail

Human Resource/
Training Manager

Tel Fax

E-mail

Bankdraft/Cheque No.

Bank Amount

Please indicate the nature of your business

Natural Resources Construction/Engineering
 Manufacturing Communications & IT Properties
 Service & Retail Consultancy Insurance/Healthcare
 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:-

Marketing Manufacturing Service IT
 Finance Personnel Management
 Others, Please specify

REGISTRATION INFORMATION

REGISTRATION FEES *

Normal Registration Fee **RM2000.00 per delegate**

Early Bird **RM1700.00 per delegate**

(NOTE: Register by 30th September 2010)

Government Officials **RM1600.00 per delegate**

* NOTE: Fee includes lunch, refreshments, program documentation, certificate, Rainforest Strategy book by Michael Q. Pink & Tracking.

VENUE:

Damai Puri Resort & Spa, Kuching, Malaysia

PAYMENT:

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

FOR PRIVATE SECTOR:

The organizers 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 **21st October 2010**. No refund will be made for cancellation received after **21st October 2010**.

REGISTRATION

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

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