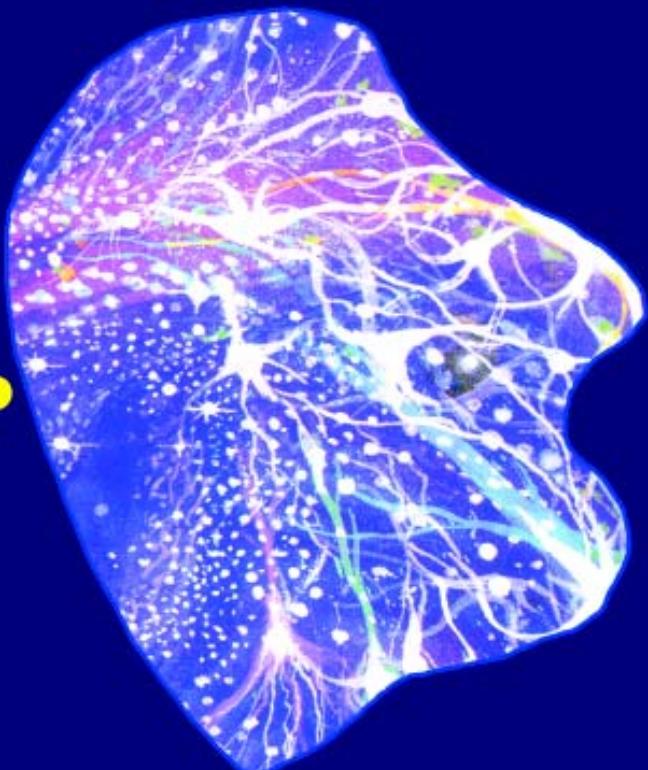




TONY BUZAN on "LEADERSHIP AND EMBRACING CHANGE"

HONG KONG -

Friday, 23 November 2007



"The Seminar is an intellectual journey.
The author is famous and teaches the topic
interactively, effectively and efficiently.

The effect on my life/work
will be of long-term benefit."

*Susanne Liu
Duddek*

Spend an insightful day with the eminent Tony Buzan on “Leadership & Embracing Change”

Introduction

Change is a feature of our lives. It happens all around us, throughout every millisecond of our lives. Your entire mind-body system is designed not only to deal with change - but to thrive on it.

In the new book *“Embracing Change”* by Tony Buzan, world renowned Inventor of Mind Maps, Tony offers a positive approach, drawing on his highly effective Mind Mapping techniques, to help you understand change and be proactive in handling it. Whatever your circumstances, Tony enables you to develop belief in your ability to live with and manage the effects of change in your personal and working lives by guiding you through the process of recognising who you are, who you want to be, and what you want to achieve so that through all periods of change you find success.

This top-notch seminar is based on this latest book where Tony Buzan will highlight mental development techniques to help you understand and master change. Buzan's Tools for Transformation as well his Change Thinking Quotient (CTQ) will be given focus. The management of change in business, life and relationships will be covered as will the role of the Leader as a Change Agent.

Who Should Attend

Executives and managers at all levels who want to improve individual, team and organizational effectiveness

Contents

- Leadership & Managing Change
- The Leader as a Change Agent
- The Changing Face of Change
- Managing Change to your Advantage
- Change & Stress
- Change & Success
- Business Relationships

More HKMA Seminars

<http://www.hkma.org.hk/seminar>

The Speaker

Tony Buzan has achieved the status of 'guru', an accolade accorded to very few. He has worked with: corporate entities and businesses all over the world; academics; Olympic athletes; children of all ages; governments; and high profile individuals, in teaching them how to maximise the use of their brain power. Whether he is working one-to-one or delivering a keynote speech to an audience of thousands, his ability to inspire, motivate and empower is awesome.

A prolific author, he has written - to date - 94 books, with sales in more than 150 countries; his books have been translated into more than 33 languages. Details of most of his publications can be found at www.buzanbooks.com. His latest titles are: Age-Proof Your Brain, published by Harper Thorsons in 2007; and The Buzan Study Skills Handbook, published by BBC Active also in 2007.

One of his recent books, The Ultimate Book of Mind Maps, published by Thorsons in 2005, bears testimony to his universally famous invention, Mind Maps® and how their use can boost creativity and change lives for the better.

The Pocket-sized Buzan Bites, published by the BBC in 2006, is a series of three distillations on Mind Maps®, Speed Reading and Memory - perfect for busy people who want to learn these exciting concepts and techniques quickly.

Tony's techniques are also taught via a global network of Buzan Licensed Instructors in Asia, Europe, the Americas and Australasia. Further information can be found at www.buzancentres.com

Tony Buzan is a familiar celebrity on Radio and TV, both in the UK and globally, with a long list of credits to his name. His name is synonymous with all things cerebral and his knowledge is widely sought after by a media and public perennially eager to learn practical advice on how to improve brain function.

He has also found time in his busy schedule to create the World Memory Championships and is a prize-winning poet and athlete. Tony is living proof that his theories really work. He is a passionate advocate of healthy eating combined with mind and body exercise to achieve the most out of life, and is often to be seen expertly sculling in the early morning mists on the River Thames.



What Others Say :

TONY BUZAN

“Buzan’s mental technology is five years ahead of the game. Any company using it will inevitably gain the competitive edge.”

IBM Executive, New York

THE MIND MAP BOOK

“Tony Buzan’s *Mind Map Book* will do for the brain what Stephen Hawking’s *A Brief History of Time* did for the universe.”

Raymond Keene, O.B.E., Chess Grandmaster, Mind Sports Correspondent, *The Times of London*

“We teach – and use – Tony Buzan’s techniques at EDS. *The Mind Map Book* is a valuable addition to our toolkit.”

Les Alberthal, Chairman, President & C.E.O., Electronic Data Systems

MIND MAPPING AS A TECHNIQUE

“If I am concerned about having too much or what to cover in a speech, I organize it by Mind Mapping the material.”

Dr Ken Blanchard, Author, *The One Minute Manager*

“The use of Mind Mapping is an integral part of my Quality improvement programme here at Boeing. This programme has provided savings of over \$10 million this year for my organization (10 times our goal).”

Dr Mike Stanley, Director of Special Projects, Boeing Corporation, USA

“I was moved by his genius – our best business colleagues are using Tony’s Mind Mapping and other techniques to fly through daily information and reduce research project to half the size.”

Louis Tice, Chairman and Director, The Pacific Institute, Seattle

DATE AND TIME

Friday, 23 November 2007
9:00 am - 5:00 pm

LANGUAGE MEDIUM

English

FEE (inclusive of Lunch)

HKMA Member: HK\$3,480
Non-member: HK\$3,780
Group Discount: HK\$200 each
(for those companies which send two or more participants)
Early bird Discount: HK\$200 each
(for those who pay on or before 23 October 2007)

VENUE

Regal Ballroom
Basement 1
Regal Hong Kong Hotel
88 Yee Wo Street
Causeway Bay
HONG KONG

REGISTRATION

All interested parties are requested to complete the registration form and return it together with appropriate fee(s) to:

Director General
The Hong Kong Management Association
Top Floor Unit M
Phase III Kaiser Estate
11 Hok Yuen Street
Hung Hom
Kowloon

on or before 14 November 2007. Reservations by fax 2365 1000 are welcome. For information on the seminar, please contact Ms Christine Choy on 2774 8552 or Mr S H So on 2774 8500. Successful applicants will be notified by telephone upon receipt of fax OR cheque payment, whichever is earlier. No separate letter of acceptance will be issued. As space is limited, bookings will be on a first come, first served basis.

Mr Tony Buzan on "Leadership & Embracing Change"

REGISTRATION FORM

(AC-47164-2007-1-FC)

Please reserve one seat for the Seminar by Mr Tony Buzan on 23 November 2007.

Enclosed is a crossed cheque for HK\$ _____
(made payable to The Hong Kong Management Association)
for this function.

Cheque No. _____

Name: Mr/Ms _____

Position: _____

HKID Card No.: _____

HKMA Membership No.: _____

Company: _____

Address of Company: _____

Telephone No.: _____

Fax No. (Office): _____

E-mail: _____

Signature: _____

Date: _____

Fee paid by company self

Where did you **FIRST** learn about this programme?

Email Promotion from HKMA Direct Mail by Post

HKMA Website

MTR Station Display (Please specify): _____

Exhibition (Please specify): _____

- Please photocopy for more registration forms if necessary.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme.
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.