

## Cutting-Edge Lifter<sup>SM</sup> Leadership

How to get 10.5X business performance through mindful management practices used by leading companies around the World

Monday, 27 November 2017

9:00 am to 12:30 pm



### Learn why:

- **Mainstream companies are investing in mindfulness:** In every industry around the World **companies are investing** and seeing the payoff from Mindful Management e.g., Aetna, Ford, Bank of America, General Mills, Google, Morgan Stanley, Teva Pharma
- **10 X financial performance:** Companies with Mindful and Conscious leadership have **10.5X the financial returns** compared to S&P 500 (Harvard Business Review)
- **Innovation and engagement:** Mindful practices help organizations innovate, disrupt and succeed

Supporting Organization:



**WE marketing group**  
威汉营销传播集团

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## WORKSHOP OBJECTIVES

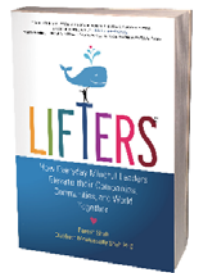
This workshop introduces participants to cutting edge skills in Lifter<sup>SM</sup> Leadership and Mindful Management. Through a dynamic mix of inspiring lectures and engaging, hands-on experiences and activities, you will learn:

- What is mindfulness and why are businesses investing?
- What is Lifter Leadership (also known as Mindfulness Management or Conscious Capitalism)?
- How is science and medicine validating mindfulness?
- Key myths and misunderstandings of mindfulness
- Learn the 3 Mindsets that today's companies must have
- Be trained in the 7 Learnable Lifter<sup>SM</sup> Leader skills
- How is mindfulness a direct source for innovation, worker engagement, customer satisfaction, wellness and highly profitable business?

## KEY BENEFITS

Through this workshop you will:

- Be inspired to be mindful: to lift your company, your own career and the causes you believe in
- Learn techniques you can apply right away for better performance in work and life
- Understand why mindfulness is imperative for innovation and business success
- Get a sneak peek at a breakthrough mindfulness book
- Learn the 5 profitable contradictions about Mindful Management & Leadership
- Practice the experiential power of mindfulness
- Learn the 7 Actionable Lifter<sup>SM</sup> Skills to master



## WHO SHOULD ATTEND

This workshop is ideal for anyone who seeks to be a next-generation leader or wants more success in life. No prior mindfulness experience is required.

Ideal participants are experienced professionals who:

- 1) Have an appreciation for the power of mindfulness in society and business even if no experience
- 2) Feel their company has potential to improve its innovation, productivity, engagement and customer satisfaction
- 3) Are open-minded learners who want to be on the leading edge of best-in-class thinking
- 4) Want to be creative and mindful to innovate new products, services, business models or experiences
- 5) There are no age, degree or functional requirements

[Register Now](#)



## ABOUT THE SPEAKER: MR PARESH SHAH MBA (Harvard)

**Founder & Chief Strategy Officer, The Non-Obvious Company**  
**Lifter | Mindfulness Trainer | Yogi | Entrepreneur | Innovator | Strategist**

- Globally recognized with international expertise in business, innovation, organizations and leadership
- Harvard MBA; Adjunct Professor in American University and MBA Programs
- Yogi and mindfulness instructor to CEOs, executives, celebrities around the globe
- Highly experienced in over 30 countries and worked with thousands of clients, including China and Asia
- Recognized by United Nations as Global Innovator
- Author and contributing writer to Wall Street Journal Best Seller *Non-Obvious* and writer on leadership, innovation and mindfulness in Forbes, Inc, Entrepreneur, Smart CEO, CEO.com



## DATE AND TIME

Monday, 27 November 2017  
9:00 am – 12:30 pm

## FEES

HKMA Member: HK\$2,680  
Non-member: HK\$2,980  
Early Bird Discount: HK\$200 less per person  
(for payment received before 6 November 2017)

## VENUE

The Hong Kong Management Association  
14/F Fairmont House  
8 Cotton Tree Drive  
Central  
HONG KONG

## ENQUIRIES

For reservations and programme details, please call Ms Christine Choy on 2774-8517 or via email [christinechoy@hkma.org.hk](mailto:christinechoy@hkma.org.hk).

For general enquiries, please call Customer Services Department on 2774-8501.

[Register Now](#)

**Mindfulness leads to greater:**

**Innovation•Stress Management•Focus•Productivity•Worker Engagement•Leadership success•Profit!**



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AC-A6916-2017-2-F Monday, 27 November 2017

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Early Bird Discount: HK\$200 less per person (for payment received before 6 November 2017)

Name (Mr/Ms): \_\_\_\_\_  
(Surname) (Other Names)

HKID Card No.: \_\_\_\_\_ HKMA Membership No.: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address of Company: \_\_\_\_\_

Telephone No. (Office): \_\_\_\_\_ (Residence): \_\_\_\_\_ (Mobile): \_\_\_\_\_

Fax No. (Office): \_\_\_\_\_ E-mail: \_\_\_\_\_

Correspondence Address: \_\_\_\_\_

Cheque Number: \_\_\_\_\_ Cheque Amount: HK\$ \_\_\_\_\_

Name and Title of Nominator (Mr/Ms): \_\_\_\_\_

Nominator Email / Address: \_\_\_\_\_

Sponsorship  Company-sponsored  Self-sponsored

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

HKMA Email  Mail  Newspaper/Magazine (please specify): \_\_\_\_\_

Email Promotion from Other Websites (please specify): \_\_\_\_\_  Online Advertisement (please specify): \_\_\_\_\_

Search Engine (please specify): \_\_\_\_\_  Social Media (please specify): \_\_\_\_\_

HKMA Website (Where did you find this information): \_\_\_\_\_

Others (please specify): \_\_\_\_\_

- This form together with a crossed cheque payable to The Hong Kong Management Association should be returned to: Executive Director, The Hong Kong Management Association, 16/F Tower B Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- Registration must be made on the Enrolment Form provided and returned to the Association before the programme commencement date (Not less than 5 days) with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks.
- Applicants are expected to attend the course at the place and time specified in the brochure unless otherwise notified.
- When a programme is over-subscribed, additional classes may be started in some cases. Applicants may then be notified of the new time, dates and place of meetings when necessary.
- For **ENROLMENT** and **ENQUIRIES** please call **2774-8501** (Customer Service Department) during normal office hours or fax **2774-8503**.
- No refund will be made after payment, but participants can arrange to have their places substituted should they be unable to attend the programme by notifying the Association at least 2 days prior to programme commencement.
- Fax reservations are welcome but are subject to confirmation by payment in full within 10 days of the date the reservation is made or 5 days prior to programme commencement, whichever is sooner.
- Applications, upon full payment, will be processed on a first-come first-served basis.
- When Typhoon Signal No.8 or above is in force during classes/examinations, all classes and examinations will be dismissed immediately. Replacement classes and remedial examinations will be arranged. When Black Rainstorm Warning is in force during classes/examinations, all classes and examinations will be held as scheduled.
- The HKMA reserves the right to make alterations regarding the details. For course details, please contact Ms Christine Choy on 2774-8517 or via email to christinechoy@hkma.org.hk. Website: www.hkma.org.hk
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.

### Note:

1. I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. I declare that the data given in support of this application are, to the best of my knowledge, true, accurate and complete. I understand that the data will be used in the admission assessment process and that any misrepresentation, omission or misleading information given may disqualify my application for admission and enrolment in the program.
2. I understand that, upon my registration in the program, the data will become part of my student record and may be used and processed for all lawful purposes relating to my academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, alumni activities and prescribed purposes as allowed by HKMA and the laws of Hong Kong from time to time.

### Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programs, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

I consent.  I do not consent.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_