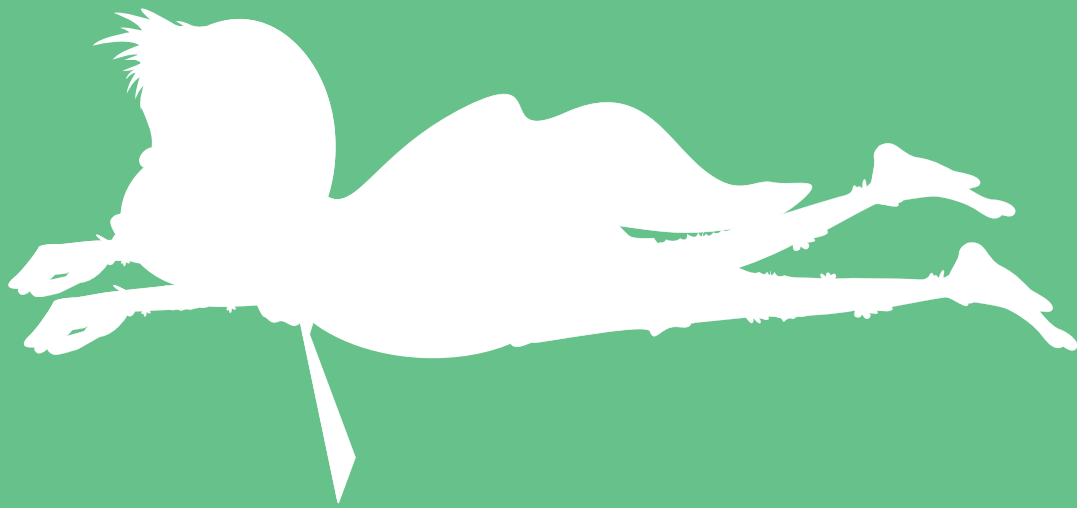


Based on Content from  
Arthur F. Carmazzi

“Every exceptional team has its foundations in the ability of team members to think beyond self and cohesively take actions to attain a greater purpose. This does not involve changing the mindset of the group, but the cultivation of an environment that brings out the best and inspires the individuals in that group”

- Arthur F. Carmazzi -

# CHANGE LEADERSHIP LESSONS FROM



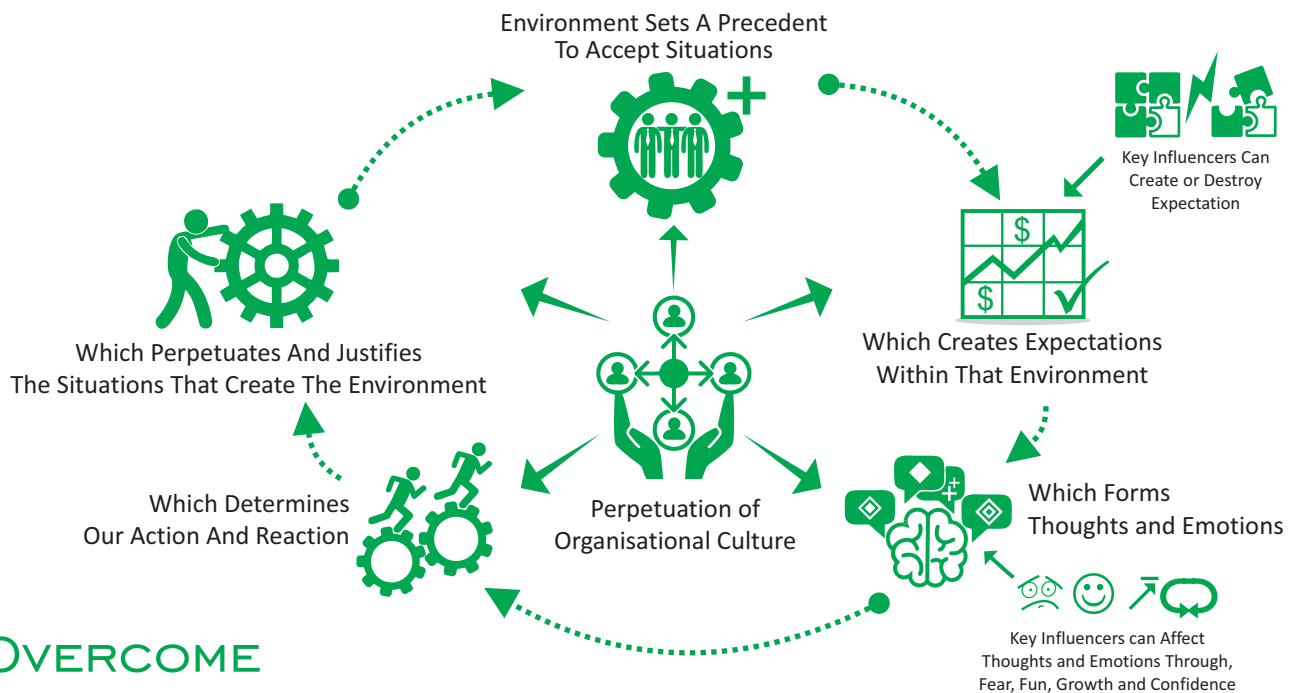
# The Monkey King

# CHANGE LEADERSHIP LESSONS FROM THE MONKEY KING

The DC Change Management Training is designed to affect the emotions, cooperation and commitment of your people by affecting organizational culture. The end result is leaders who can create visible changes in the attitudes and interactions of employees and a more effective culture. The Change Leadership process incorporates proven methods that affect Culture and have created positive change in numerous organizations and this course provides clarity of “How” the Organizational change will be Effectively Implemented

## THE RESULTS

*An Interactive Journey of Discovery That Builds Organizational Leaders From the Inside Out*



## OVERCOME



Ineffective Team Work



People Waiting to be Told What to Do



Low Employee Engagement



Poor and Unclear Communication



Working Silos



Conflict



Poor Cooperation



Blame

## ABOUT DCI



Directive Communication Intl.

**DIRECTIVE COMMUNICATION INTERNATIONAL** is a Global Leadership Development and Organizational Culture Change provider. We apply the Directive Communication™ Psychology (DC) to enhance the performance of diverse organizations and individuals in various roles and cultures to competently and enthusiastically work together towards a common goal.

The DC Leadership and Organizational Development System has been successfully implemented in multinational organizations across asia and the middle east such as Philips, Motorola, Emirates, Dell, Citibank, Nestle, SingTel, Toyota, Marriott and many more. DC's One Core Human Discipline integrates the psychology of Leadership, Culture, Communication, Teamwork, Management, Sales and Service.

## BEHAVIOR CHANGE WITH LESSONS FROM THE MONKEY KING

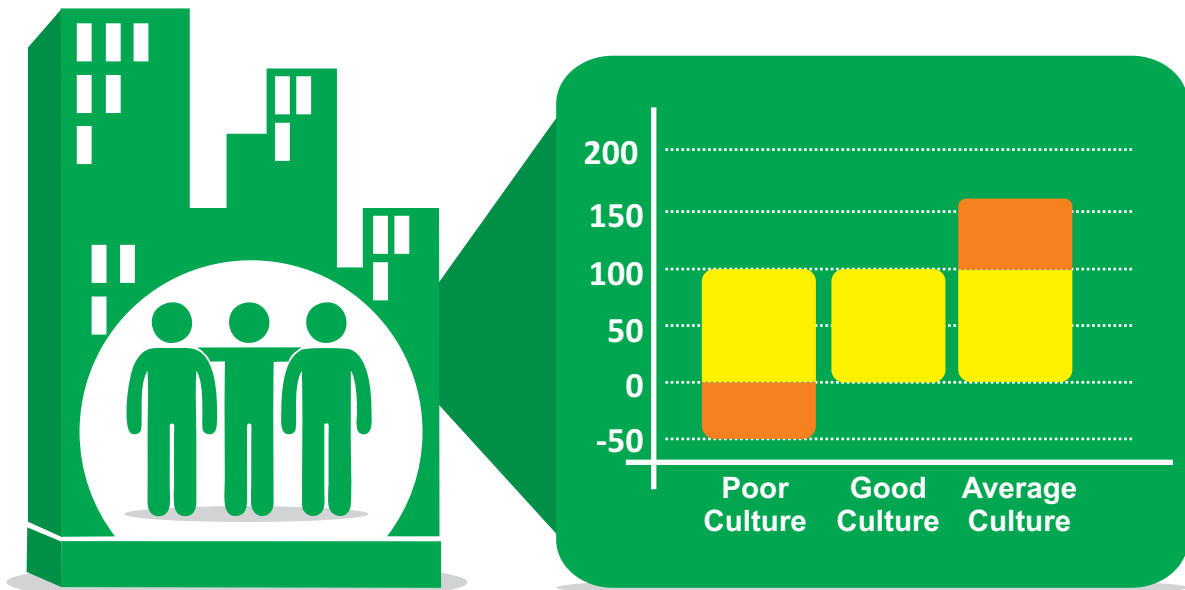
*Based on a 3 day program with 3 month follow up Based on averages using a 10 point scale*

	Before	After (3 Month)
 Focusing on Organizational Objectives Instead Of Department or Personal Agendas	<b>38%</b>	<b>61%</b>
 Ability to Develop Leadership in Other	<b>57%</b>	<b>71%</b>
 Cooperation Across Departments	<b>63%</b>	<b>88%</b>
 Ability it Inspire Attitude Changes	<b>23%</b>	<b>62%</b>
 Ability to Influence Organizational Culture	<b>34%</b>	<b>78%</b>
 Ability to create and involve others in a clear vision	<b>64%</b>	<b>88%</b>

## DC CERTIFIED TRAINERS AND FACILITATORS

Each of our Organizational Change experts is not only certified as a Directive Communication Organizational Development Psychology Trainer and Practitioner, but is Culture Change Certified, having practical experience in the Implementation of at least one of our successful Organizational Culture Change Initiatives. Each program leader has gone through an extensive certification process and is tested by Arthur Carmazzi himself.

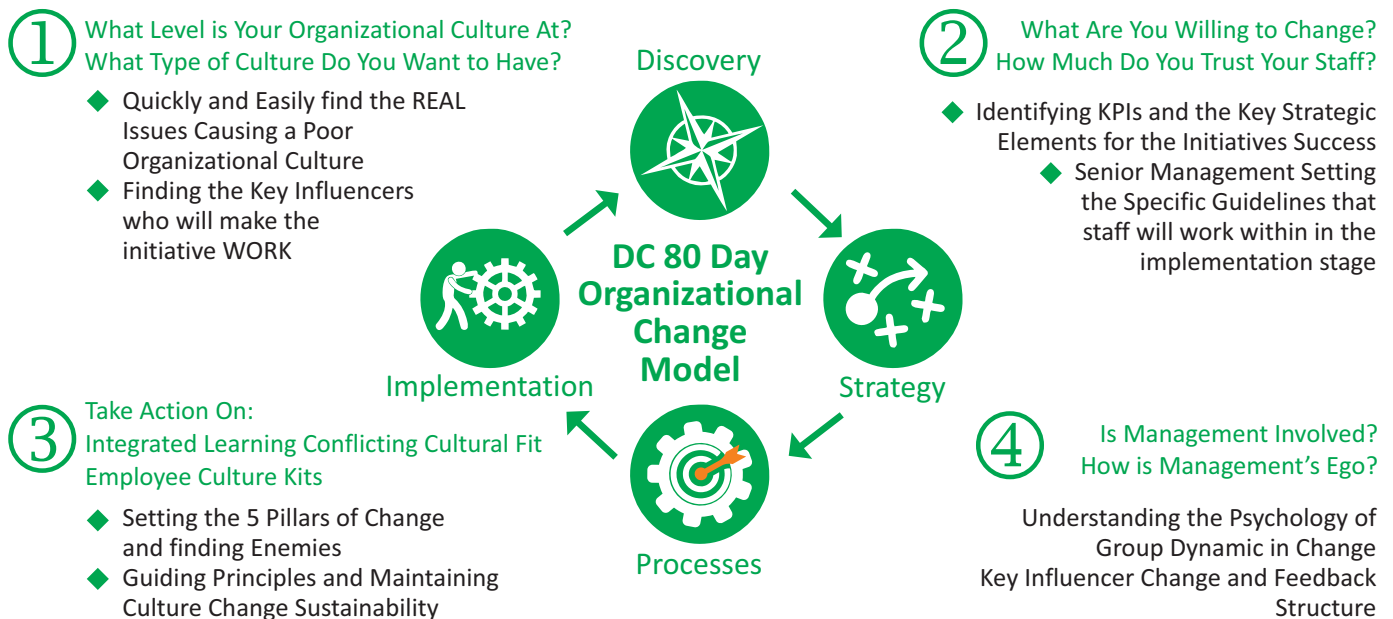
## IMPORTANCE OF ORGANIZATIONAL CULTURE



The study yielded result based on the mean equaling 100 people doing the work of 100 people. In a bad culture 100 people did the work of 68 people (32% less), but in a good culture 100 people do the work of 151 people (51% more).

- Average Organisational Effectiveness
- Difference Productivity Due to Culture

## ORGANIZATIONAL CULTURE CHANGE MODEL



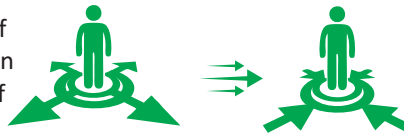
FROM

VISIBLE RESULT

TO

### Department Focused

People do not look past their own areas of responsibility and the agendas in their own departments. This causes segmentation of the organizations overall objective.

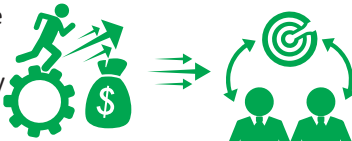


### Organization Focused

People see the whole organization and its objectives as supporting their personal success. The creation of a supportive work culture is tied to cross departmental cooperation.

### Job

Employees have the "job" mentality; they have little or no ownership of the organization and what it stands for. Performance is motivated by rewards/consequences and salary increases.

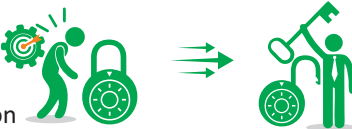


### Cause

People harness the power of a common vision across all departments and create a "cause" tied to the organization's objectives. Motivations arise from personal emotional connections and fulfillment.

### Problem Focused

People focused on the problems and why they prevent them from reaching their goals. This causes lower motivation and productivity because it also affects others in the organization

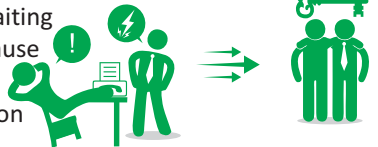


### Solution Focused

People focus on the end result and work with others to find solutions; even if the problems are related to the people they are working with.

### Apathy

Employees are concerned with staying out of trouble which often requires no action or waiting for someone else to make a decision. This cause others to be affected lowering the overall productivity and stress within the organization

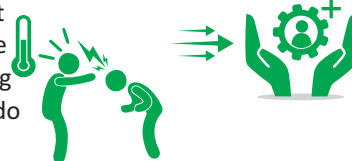


### Engagement

Success of the organization is tied to personal success. People take action and make decisions with personal ownership. And if decisions turn out to be wrong, they learn from them and move on.

### Blame

Employees look for reasons things that prevent them from succeeding or achieving goals. Since the reasons are external, they give up of finding solutions and resign to being victims who can do nothing to improve the situation. Blame also damages relationships and trust that affects the entire organizational culture



### Responsibility

People accept that problems will happen and

### Self Focused

Employees are looking out for their own interests and what the company can do for them. When others make mistakes that affect their results, they react and blame and lose sight of the objective, wasting time and energy that would otherwise improve performance.

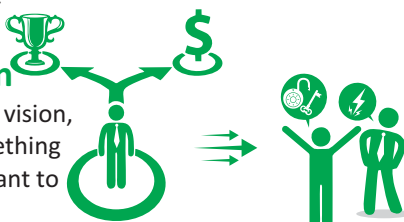


### Group Focused

People understand each other at deeper levels of group dynamics, communicate well, and support each other to be the best they can. They focus on strengths of the group rather than pointing out weaknesses. The group benefits from the combined strengths focused on organizational objectives

### Aware of Organizations Vision

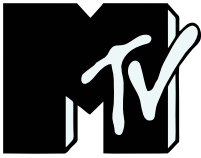
While may be aware of the organizational vision, they do not buy into it. To them, it is something Management came up with and not relevant to their job or success



### Clear Actionable and Motivated Vision

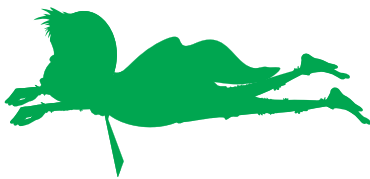
Employees have clarity and buy-in to a vision that supports personal and organizational success and are motivated to make behavior modifications to make it happen.

## CLIENT SPEAK



*"Arthur's Directive Communication programs have made a noticeable impact here at MTV. Our managers and staff have indicated measurable results in their productivity and their ability to minimize conflict. In our follow-up sessions, each as demonstrated a greater aptitude in bringing out the best of themselves and their colleagues. We will continue to implement Directive Communication courses and use the CBCI in our international curriculum and highly recommend Arthur F. Carmazzi and his technology to any organization wishing to make the most of their human capital."*

**Feline Chua**  
Director of Human Resources  
MTV Asia



## CHANGE LEADERSHIP LESSONS FROM The Monkey King

Certified by :



Recommended by :



Accredited by :



Singapore · Seattle · Shanghai · Bali  
Kuala Lumpur · Bangalore · Dubai



*"The program was an eye-opener and a journey of self-discovery. Arthur was very inspiring, able to instill the emotional tools in me needed for making a change in my organization and in really connecting with people. He is also entertaining and educational which turned the program into an enlightening experience. This is a program which I highly recommend, excellence through experiential/earning."*

**Khatimah Mahadi**  
Vice President  
CitiBank (Malaysia)



*"This program has far exceeded our expectations, it has managed to achieve more in 2 weeks what we have been trying to implement for the past 6 months. It has added a new dynamic in the whole approach to establishing a service culture. The aptly named Culture Revolution has been very effective in getting the team members themselves to not only buy into the program, but actually come up with the Service Culture thereby taking ownership and living it through their work and persona/lives"*

**Martin Le Roux, Manager**  
Emirates Group