



Directive Communication Intl.



India- Official Training & Marketing Partner

Passion stems from the absolute belief that your actions may present an opportunity to “Become” something more than you already are. To Lead, we must manifest an environment to turn these beliefs into reality.

- Arthur Carmazzi -

# THE HERO'S WAY



Based on Content from  
Arthur F. Carmazzi

[www.directivecommunication.net](http://www.directivecommunication.net)  
[www.carmazzi.net](http://www.carmazzi.net)  
[www.challenginghorizon.com](http://www.challenginghorizon.com)

Discovering Your Own Leadership Identity For  
Enduring Personal And Organizational Greatness

# THE HERO'S WAY

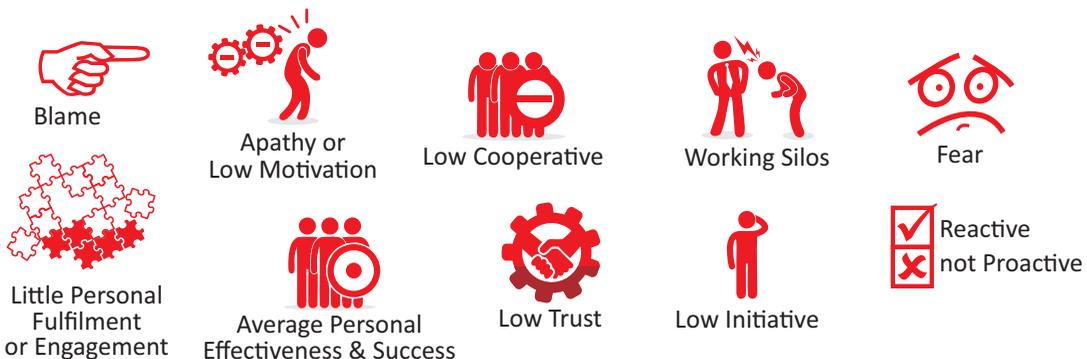
This Highly Interactive and comprehensive Leadership workshop concentrates on specific practical and implementable applications to addressing and overcoming issues that hinder personal and organizational effectiveness.

## THE RESULT

*Participants gain superior Personal and Organizational Leadership Skills by identifying and building on their current strengths and personal motivations.*



## HERO'S OVERCOME



## WHY US



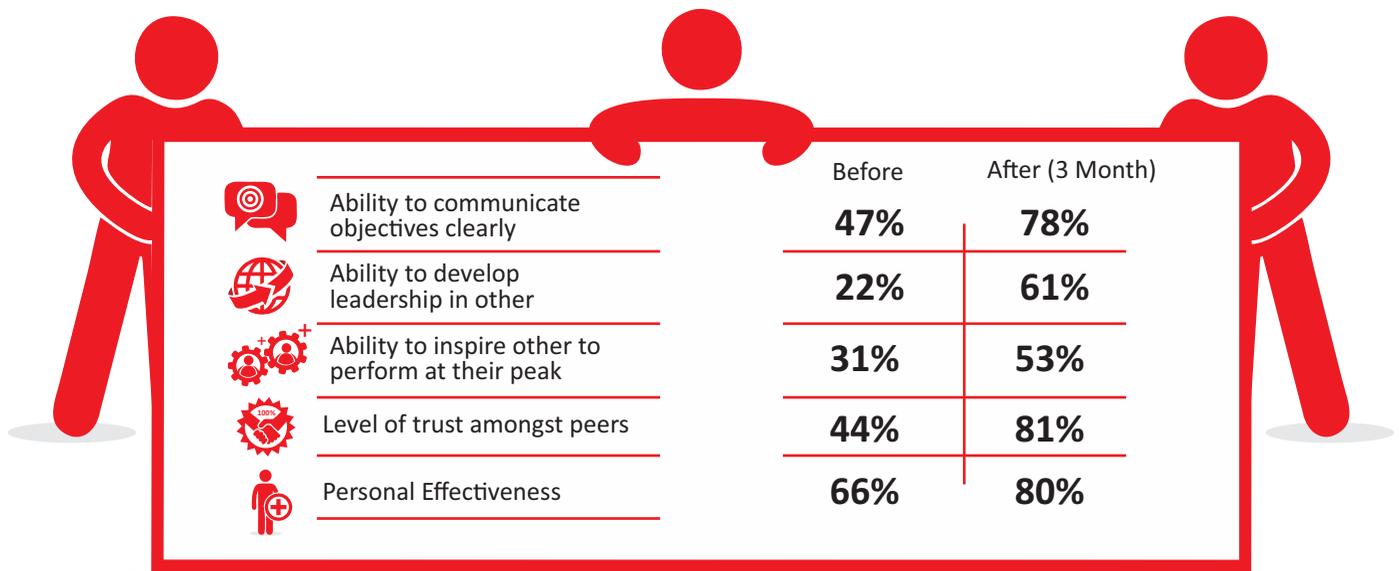
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**DIRECTIVE COMMUNICATION INTERNATIONAL** is a Global Leadership Development and Organizational Culture Change provider. We apply the Directive Communication™ Psychology (DC) to enhance the performance of diverse organizations and individuals in various 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 THE HERO'S WAY

*Based on 3 day program with 3 month follow up.*



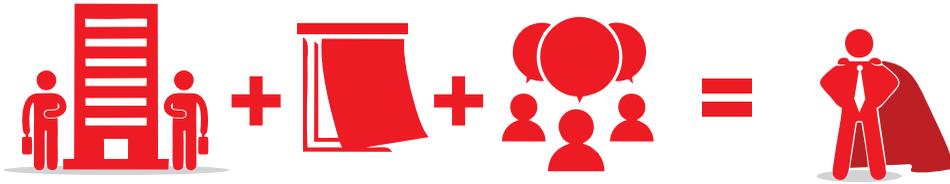
*\*\*averages using a 10 point scale*

## DC CERTIFIED TRAINERS AND FACILITATORS

Each program leader has the experience, the relative practical know how and the ability to implement it for immediately visible results. DC is a trusted resource for Government officials, Senior Management, trainers and students from around the world. No DC certified expert has less than 5 years practical experience to ensure an appreciation for your global business needs, and how to practically implement it.

## CUSTOMIZED TRAINING FOCUSED ON YOUR OBJECTIVES

- ◆ In- House 2, 3 and 5 Day Workshops



- ◆ Public Workshop



- ◆ Train The Trainer Program



## DC TRAINING OUTPERFORMS TRADITIONAL TRAINING

- ◆ Real ROI



- ◆ Immediately Visible And Measurable Results And E - Follow Up



## EXPERIENTIAL, ACTIVITY-BASED TRAINING

- ◆ Award winning proprietary tools that prove to be 42% more effective in learning process



- ◆ Games And The Psychological Strategies To Make Sure The Learning Is Embedded In Consciousness And Long Term Memory.



# VISIBLE RESULT

FROM

TO

## Blame

Never solves the problems and damage relationship and the ability to solve future problems.



## Responsibility

When people is refine in practice people responsibility for their rolls in archiving objectives.

## Fear of Change

Sometimes people just give up on getting the change they want, and they are afraid of "change" that may upset their comfort zone.



## Proactive Change

Gaining clarity of how their roll in the change process can not only help them become i more successful but help other too.

## Low Motivation

Negative emotion from focusing on perceptions that do not support personal success.



## Working with Purpose

Finding the value fromin our efforts leading to focus on our objectives and ultimate success.

## Self Focused

The attitude of trading skill money, focusing on the individual tasks instead of organizational goals and putting shelf over group success.



## Group Focused

Finding greater personal benefit through aeration and group success. Nurturing an environment of proactive support that meetpersonal and organizational goals.

## Process Focused

Focusing on the different work styles and problems while getting distracted from the end result. Looking at how others are affecting progress instead of making progress.



## Objective Focused

Doing what is required to achieve the objectives, focusing on solutions and taking action on those solutions. Taking advantages of different work styles to make faster progress.

## Mediocrity

Being satisfied with "average". Being complacent in our work and job. Settling for Now and Acceptable rather than looking for New and Exceptional.



## Successful

Gaining personal success from creating extra Value for the organization. Being more fulfilled i from being innovative and finding easier and more effective ways to achieve goals and objectives.

## Victim

Noticing how other people are preventing our success and feeling powerless do change it. Reacting to our environment and perpetuating problems instead of acting intelligently.



## Hero

Taking charge of our identity, being responsible for our own destiny and ultimate success. Taking intelligent action to effectively solve problems.



Directive Communication Intl.

## 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**



*"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 realty 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)**



# Emirates

*"This program has far exceeded our expectations, it has managed to achieve more in 2 weeks what we have he 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**



**India- Official Training & Marketing Partner**  
**Address : 39/24b, Leelashree, Second Floor,**  
**Opp. Bank of Maharashtra, Near Garware College,**  
**Karve Road, Pune : 411004**  
**Contact : +91 9637413838 / +91 888860077 / 020-32910900**  
**Email : contact@challenginghorizon.com**

**Certified by :**



**Recommended by :**



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