

# STAYING IN THE HELICOPTER™

-the key to profitable and sustainable growth

1st Apr 2006 (Sat), 10am to 4pm @ Orchard Hotel, Nutmeg Room

## WORKSHOP LEADER

**Roger Harrop**

BSc (Hons), C.Eng., FIMechE., AIIB., MPSA  
Business Speaker, Business Advisor,  
Author, Consultant and Non-Executive Director  
Associate Consultant, D'Oz International

## WHAT PEOPLE SAY

*"Roger, we have seen a sustained increase in revenues and profits as a direct result of me attending your workshop. Thank you!"*

- **Martin Mulligan**, CEO,  
Martin Mulligan Group Limited

*"Your workshop was very good and I can use a lot of your material directly in my work"*

- **Dato Dr Abdul Rahim**, Director,  
Telekom Malaysia Group Bhd

*"In the field of professional speaking, there are many experts on speaking. But what is required by industry is actually direct, eloquent, practical knowledge communicated by experts in their respective fields who also happen to speak compellingly. Roger Harrop is an extraordinary example of the latter. His personal experiences as a high-level CEO coupled with an insatiable desire to improve his craft and a sound understanding of business practices mean he delivers value every time he takes to a platform. I unreservedly recommend him to any organization that craves a breath of fresh air and needs usable guidance on how to stay fresh, relevant and profitable. The man knows what he is talking about!"*

- **Rajen Devadason**, CFP, CEO,  
WealthCreation Sdn Bhd

*"Thank you so much for your 'Staying in the helicopter' Workshop. It was honestly the most thought-provoking time I spent in my 35 years in business."*

- **Stephen Hill**,  
Consulting Alternatives

**One day in-depth workshop with  
Mr Roger Harrop, International Leadership Guru  
for only \$1,000\* (Normal: \$1,800)**

*\*For participants at "The Next Wave of Leadership"  
Conference and limited to 30 pax only*

Here is an opportunity to take a look at your business from the Helicopter. Regain your focus...hone your business skills that will move your organization forward.

This Program provides real world strategies that you can use immediately to address your toughest challenges. Limited to just 30CEOs and owners of growing companies, this workshop is highly interactive and presents great opportunity for sharing and feedback from colleagues and fellow leaders.

The program is structured into six key headings:

- **Purpose**  
The Big Picture. What is the real purpose, where you are and where you wanted to go?
- **Key Strategy**  
Obtain clarity on the shape of business and set marketing strategy.
- **Profitable Growth**  
Find out ways to increase sales and profits each involving less risk, less investment and more likelihood of success.
- **People**  
Effective leaders need to look at themselves and their teams from the helicopter.
- **Change**  
Can we walk the talk and translate them into real numbers?

In every workshop delegates are required to complete a Profitable Growth Matrix™ with their view of what they believe is achievable in a typical company for the next full financial year.

More than 2,000 CEOs have gone through this workshop and some have achieved the following success using the secrets and tools learned at the programme:

- A 40% increase in sales!
- An 86% growth in profits!

**Seats are limited, fax this to (65) 6281 1529 NOW!**

Name: \_\_\_\_\_  
Designation: \_\_\_\_\_  
Company: \_\_\_\_\_  
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