

# LEADERSHIP SAFARI MASTERCLASS

BANGKOK: 8 & 9 AUGUST 2024

*Your Chief Safari Guide*

**JOHN CARROLL**

**Master Storyteller, Leadership Expert & Author of:**



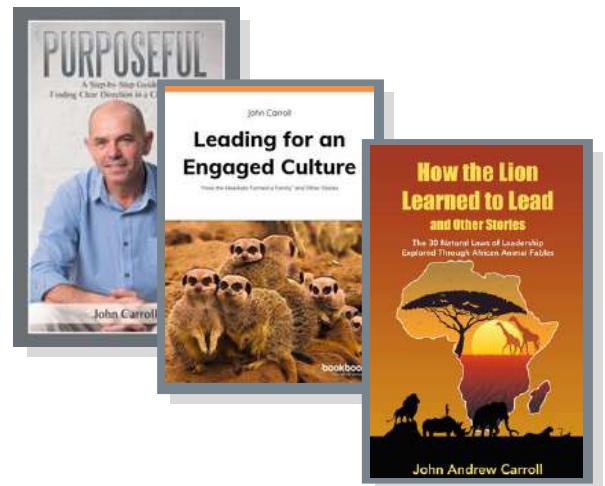
**How the Lion Learned to Lead:** The 30 Natural Laws of Leadership Explored through African Animal Fables (Balboa Press, 2023)



**Leading for an Engaged Culture:** How the Meerkats Formed a Family and Other Stories (BookBoon, 2020)



**Purposeful:** A Step-by-Step Guide to Finding Clear Direction in a Chaotic World (Balboa Press, 2016)



## *Hear from Participants Who Have Attended John's Sessions!*

"Brilliant speaker! John shared a lot of informative tips, relevant case studies and examples in corporate world. Excellent presentation approach with interactive sessions among the participants. Well done! I'm looking forward to more engaging sessions with John or other great speakers!"

- Ema Fadilah Ahmad, Assistant Vice President Corporate Affairs, **Public Services Retirement Fund (Malaysia)**

"John was able to capture my attention through the course through his engaging presentation. Breakout sessions were most useful to enable participants to engage with each other."

- Adi Shamsul Sabli, CIO, **Bank Islam Brunei Darussalam**

"John was very engaging, and his storytelling helped us value and understand the concepts really well. The main strength of the workshop is the content & presenter. Excellent organization at the event"

- Presanya Krishnan, Vice President - Group Finance, **Asahi Holdings Sea Sdn Bhd**

"Good material presented for a different leadership concept. Changes that affect leadership principles. Leadership principles that are different from others I have attended are the main strength of this event."

- Yap Siew Chei, Senior Geologist, **Hibiscus Petroleum**

## *Key Learnings*

- ✔ What has changed and what is expected of a leader in today's business environment
- ✔ The philosophy and principles underpinning good leadership
- ✔ Improved self-awareness and self-confidence as a leader
- ✔ How to develop and maintain a high-functioning team
- ✔ How to create and maintain a positive corporate culture and engaged employees
- ✔ How to create and maintain a culture that positively embraces ongoing change and learning

## TERRITORY ONE: MANE CAMP

### **Fable: How the LION Found Its Strength**

#### The Philosophy of Strong Leadership

In this introductory module, John will tell an African animal fable about a young lion who learns that leadership is as much about leading yourself as it is about leading others, and how he unwittingly teaches his father, the king, that being a good leader is not about dominance and power.

Then, in the masterclass, you will explore how the business world is changing, what is expected of a leader in today's challenging environment, and an overview of the key human (or "soft") skills required of a leader today.



#### **You will learn:**

- What has changed and the key issues and challenges facing leaders today
- The philosophy underpinning good leadership
- The real difference between leadership and management and why both are important
- "The Five Principles of Self-Led Leadership"



#### **Practical Applications:**

Group discussions: Assessing a series of common situations to identify the real leadership challenge in each, plus when to lead and when to manage

## TERRITORY TWO: SELF-AWARENESS WATERHOLE

### **Fable: How the RHINOCEROS Got Its Skin**

#### Leading Yourself So You Can Lead Others

In this module, John will relate the fable of a domineering, self-centered rhinoceros who uses his strength and power to strike fear into the local villagers and get what he wants, until he is taught a lasting lesson by the village witch doctor.

Then, in the masterclass, you'll discover why good leadership is an attitude underpinned by a clear purpose. You will develop better awareness of what it is that drives you and how to use that to create a sense of shared purpose, vision and values within your organisation or team.



#### **You will learn:**

- The power of good leadership in this changed business world
- Better self-awareness as a leader and how to use that to inspire and guide others
- How to apply the "Five Principles of Self-Led Leadership" to lead others with confidence
- The power of strengths-based leadership
- How to use the "The Leadership Eco-System" to develop your team and the organisation



#### **Practical Applications:**

- Individual exercises to develop a strong sense of self-awareness, purpose, vision, and values, and how to put those to use in a team environment
- Identifying your personal natural strengths and how to use them as a leader.

## WHY YOU SHOULD ATTEND

This masterclass is essential for business leaders who want to thrive in this changed and changing world. Traditional styles of leadership are no longer relevant in today's working environment, with many people re-evaluating what's important to them, in part due to the COVID-19 pandemic. It has never been more important to understand and act as a people-centred leader.

In this unique, entertaining and highly relevant program, John will use a series of captivating African animal fables to illustrate the vital human (or "soft") skills of leadership. Each fable will flow into a workshop-style masterclass covering a specific leadership topic, exploring and teaching the practical application of the relevant leadership skills through real-life anecdotes and examples, exercises, case studies, and role plays.

Each fable relates to one of the the "Big Five Leadership Territories" that, working together as a synergistic whole, underpin the Leadership Safaris philosophy and methodology:

## WHO SHOULD ATTEND

This masterclass is ideal for any individual who is interested in:

- Learning how to be a good leader in today's challenging environment
- Work better with others in the organisation, or managing difficult people and situations
- Develop a stronger, more cohesive and co-operative team at a department, section, or whole organisation level
- Improve the culture in their team or organisation
- Learn how to get their people more positive, engaged, and productive in the workplace
- Reduce "change fatigue", and develop an environment that embraces ongoing change and continual learning
- Develop a better business and deliver improved results

## THE "BIG-5" LEADERSHIP TERRITORIES

- 1 Mane Camp: The Philosophy of Strong Leadership**
- 2 Self-Awareness Waterhole: Leading Yourself So You Can Lead Others**
- 3 Teamwork Territory: Leading to Create a High-Functioning Team**
- 4 Culture Canyon: Leading for a Positive Culture and Engaged Employees**
- 5 Change River Ravine: Leading for Positive Ongoing Change**


**TERRITORY THREE: TEAMWORK TERRITORY**

**Fable: How the MEERKATS Formed a Family**
**Leading to Create a High-Functioning Team**

In this module, John will tell the fable of a young meerkat who helps turn a dysfunctional mob of meerkats into a cohesive, supportive unit to scare off a hungry python, and how that transforms meerkats into a thriving, teamwork-based species. Then, in the masterclass, you'll discover what people want in today's workplace environment, the key principles for developing strong, cohesive teams, and how to use the power of strengths-based leadership to create well-rounded teams and a better, more sustainable business.


**You will learn:**

- What people want in the modern workplace and how to deliver it through good leadership
- How to use the "Five Habits of High-Functioning Teams"
- How to coach, guide and mentor people to draw the best out of them individually and as a team
- How to implement a strengths-based leadership approach to create effective, balanced teams


**Practical Applications:**

The Leadership Challenge: A teams game where participants must use the principles learned so far to operate as a high-functioning team and complete the challenge.


**TERRITORY FOUR: CULTURE CANYON**

**Fable: How the ELEPHANT Got Its Trunk**
**Leading for a Positive Culture and Engaged Employees**

In this module, John will relate a fable about an elephant whose insatiable curiosity leads her into danger, and how, with the help of a wise old baboon, she uses the lessons she learns to get her family more productively engaged and to improve the culture of the elephant herd.

Then, in the masterclass, you will learn why common poor attitudes and behaviours occur in the workplace, and you will discover how to develop a workplace environment that fosters a positive, productive culture and engaged employees.


**You will learn:**

- What corporate culture is, what it isn't and how it links with employee engagement
- The basic neuroscience that underpins our attitudes and behaviours
- How to implement the "Five Principles of Positive Culture"
- How to implement the "Five Principles of Engaging Leadership"
- How a positive culture and engaged employees leads to a better business


**Practical Applications:**

Groups Case Study: How a changed leadership philosophy and a focus on changing the culture turned around a large, complex organisation.


**TERRITORY FIVE: CHANGE RIVER RAVINE**

**Fable: How the LEOPARD Got Its Spots**
**Leading for Positive Ongoing Change**

In this module, John will tell the fable of a vain leopard who has to learn to change to survive in a different environment. Then, in the masterclass, you'll discover why learning to deal with ongoing change is crucial to the survival of any business today, and how to change attitudes to change. You'll learn why change should not be dealt with just at the project level and how to create a culture of employee-led change and continuous learning.


**You will learn:**

- How business is about survival of the adaptable
- Why change should be part of your culture and how to make it so
- "The Five Adaptation Habits for Leading Ongoing Change"
- How to create an environment of employee-led change
- How to use change positively to stimulate learning and growth


**Practical Applications:**

Case Study and Role Play Scenario Planning: How a large company "changed its spots" when new systems impacted the organisation, and a scenario planning exercise to determine how to imbed a culture of change in the company.

**PROGRAM SCHEDULE**

0845	Registration & Snacks
0900	Workshop commences
1015	Morning break
1230	Lunch
1500	Afternoon break
1700	End of day


**GET JOHN'S BOOK!**

Each attendee will receive a signed copy of John's latest book  
**"How the Lion Learned to Lead"**



## About Your Chief Safari Guide

### John Carroll

CEO, John Carroll's Business Safaris



John is passionate about helping build better businesses through better brands and working better with people. He is an **outstanding storyteller, business and life teacher with a unique focus on leadership, brand, corporate culture, people, and the inextricable link between these critical elements of business.** John masterfully weaves his business experience, love of wildlife, extraordinary life journey through an upbringing and military service in war-torn Zimbabwe, personal tragedy, and chronic illness into enthralling African animal fables that underpin and illustrate his captivating keynote presentations and highly practical yet entertaining workshops.

With degrees in Business and Psychology, his 30 year career has spanned brand marketing, advertising, people development and business leadership. John has been Managing Director of his own highly successful advertising agency and CEO of a large non-profit organisation. He has worked with some of the world's leading organisations, including **ANZ Bank, BMW, Caterpillar, Harvey World Travel, John Deere, Johnson & Johnson, P&O, and Reckitt Benckiser.**

John is the **author of three published books:** *"Purposeful - A Step-by-Step Guide to Finding Clear Direction in a Chaotic World"* (Balboa Press, 2016), *"Leading for an Engaged Culture - How the Meerkats Formed a Family and Other Stories"* (BookBoon, 2020), and *"How the Lion Learned to Lead and Other Stories"* (Balboa Press, 2023). John has written articles for various business journals and magazines and has appeared on national television and radio in Australia.

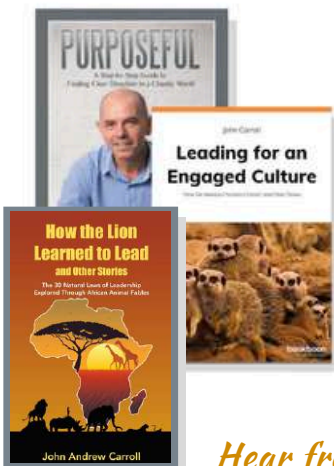
#### Why John?

- Unique Storytelling Presentation Style
- Proven Track Record of Great Presentations
- People Learn Best From Stories
- Wide Personal Experience and Practical Knowledge
- A Published Author and Writer

## What is a Leadership Safari?

**"Storytelling is the most powerful way to put ideas into the world."  
- Robert McKee**

Leadership Safaris are experiential storytelling keynotes or workshops themed around African animal fables. Each fable focuses on delivering a powerful business message and is laced with segways into anecdotes, case studies, examples and practical applications.



### Hear from Participants Who Have Attended John's Sessions!

"He's been awesome in the ways he communicated the context and content to maximize success of the learning journey throughout the session"

- Dr. Abdulla K. Alhammedi, Chief Officer MBR Solar Park, **Dubai Electricity & Water Authority (DEWA)**

"John was really informative, he uses good real life examples that we can easily relate and apply. Not just theories but he structured the course in a way that we are able to develop actual action plans"

- Fitriyah Rahim, Senior Executive Officer, **Syarikat Takaful Brunei Darussalam**

"A great facilitator who is very committed towards his teaching. His knowledge in the corporate world and life definitely makes him a good Guru"

- Tee Billie, Manager, Central FI Business, **Affin Hwang Asset Management Berhad**

# Leadership Safari Masterclass

Bangkok, 8 & 9 August 2024



Registration Inquiries:

+603 2282 1688

+6011 1633 1600

boon@kexxel.com

## REGISTRATION FORM

**\*Get 1 FREE seat if you send 3 pax! (3+1 Package)**

### Normal Rate

Register After 5 July

USD 1,695

Send 3, get the 4th seat for FREE!

\*Fee quoted does not include GST / VAT or withholding tax (if applicable).

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

### Delegate 1

Name : \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Mobile : \_\_\_\_\_  
Direct Line : \_\_\_\_\_

### Delegate 2

Name : \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Mobile : \_\_\_\_\_  
Direct Line : \_\_\_\_\_

### Delegate 3

Name : \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Mobile : \_\_\_\_\_  
Direct Line : \_\_\_\_\_

### Delegate 4 (FREE if you send 3 pax)

Name : \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
Mobile : \_\_\_\_\_  
Direct Line : \_\_\_\_\_

### Authorization (Mandatory)

Name : \_\_\_\_\_  
Job Title : \_\_\_\_\_  
Email : \_\_\_\_\_  
  
Signature : \_\_\_\_\_  
Date : \_\_\_\_\_

**\*Signatory must be authorised to sign on behalf of contracting organization. This booking is invalid without a signature.**

### Payment Method

Bank Transfer     Visa     Mastercard

Name on card : \_\_\_\_\_

Card number : \_\_\_\_\_

Expiry date : \_\_\_\_\_ CVV : \_\_\_\_\_

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



**Email the completed form to Boon@kexxel.com**

#### TERMS AND CONDITIONS

##### PRIVACY

Any information provided by you in registering for this event is being collected by Kexxel Group and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about Kexxel Group events and services.

From time to time Kexxel Group may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please send us an email if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailings, please email us your request info@kexxel.com.

##### TERMS & CONDITIONS

Payment Terms: Payment must be received before the commencement of the event. Following registration, all payments must be executed within the terms herewith irrespective of attendance..

Cancellation Fee: A cancellation fee equivalent to 50% of the registration fee will be charged for any cancellations received more than 30 days prior to the event. A 100% cancellation fee will be charged for any cancellations received 30 days or less prior to the event, under the terms outlined below.

Substitutions: If you cannot attend personally, a substitute delegate is welcome to join this course. Kindly notify us directly for any substitutions.

Force Majeure: If Kexxel Group cancels the Event due to circumstances beyond the reasonable control of Kexxel Group (such as acts of God, acts of war, governmental emergency, labor strike or terrorism), Kexxel Group shall refund to each attendee its payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of Organizer to Attendee. Kexxel Group reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If Kexxel Group changes the name of the event, relocates the event to another event facility within the same city, or changes the dates for the event to dates that are not more than 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to attendee, but Kexxel Group shall assign to the attendee, in lieu of the original space/ seat, such other space as Kexxel Group deems appropriate. If Kexxel Group elects to cancel the Event other than for a reason previously described in this paragraph, Kexxel Group shall refund to each attendee its entire registration fee previously paid.

As such, Kexxel Group reserves the right to alter or modify the advertised speakers and/ or topics if necessary. Any substitution or alterations will be updated on our web page as soon as possible. Send 3 and get the 4th for free promotion is subject to Kexxel Group's discretion. In case of no show on the event day, the free attendee is assumed to have cancelled his/her seat and full payment is required as per invoiced. Due to limited event space, we strongly advise early registration to avoid disappointment.