



THE HR EXCHANGE  
People Matters that Matter

Presented by:

*people*potential

# The Case Maker™ for Senior Managers

HIGHLY SUCCESSFUL PEOPLE ARE NOT ONLY HARD WORKERS AND CREATIVE THINKERS, BUT ALSO GREAT SALES PEOPLE AND PERSUADERS.

- Are you a bright & excellent professional who has excellent data, yet find developing strong & insightful business cases challenging?
- Not getting the buy-in you need?

Like it or not, persuading others to buy into your business case requires you to be a good sales person.

As it is, developing a convincing, rock-solid and persuasive business case is hard work. Throw in a cautiously recovering economy and increased pressure to meet targets, things can get even more stressful.

But with the right tools and an effective approach, the experience can be pain-free and far more straightforward than you think. It can even be a joy.

The Case Maker™ software was developed to help participants hone their skills in persuasion, while preparing presentations and converting them into PowerPoint™ slides in the shortest time.

Global organisations in China, Korea, India, Germany, Philippines, Malaysia, Singapore, Taiwan, United States, and the United Kingdom have found The Case Maker™ valuable in winning cases.

## What Participants Learn

- Analytical skills: presentation, audience & data.
- Models: The Yellow Circuit™ - understanding the message & situation.
- Structuring: argument with logical patterns.
- Visualising: data & presentation flow.

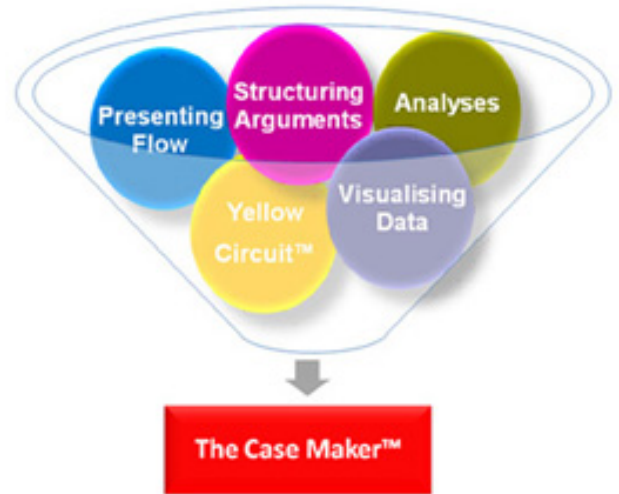


Figure 1: Overview of The Case Maker™

## WHY The Case Maker™ FOR SENIOR MANAGERS

- Learn how to make tight, logical and convincing arguments.
- Conceptualise and structure informative and persuasive data-rich cases.
- Understand and apply principles regarding presentation of data.

## A PARTICIPANT'S TESTIMONIAL:

“I presented two marketing pitches using the case maker methodology. The first one was with my largest Korean customer, who signed off for (us) to start to renovate their number one and historic gum brand. The second one was last week, with a difficult yet largest customer in China. There as well, we are now working on their new variants for the number one brand, and this despite not being a core supplier.

For sure the credit goes to a wider team involved in the customer interaction, and there is still a long way to go before I fully master the case maker techniques. Yet I find these very useful to take the emotions out of sensitive topics; and present the facts in a way that (we) and the customer can constructively build on them.”

*Category Manager APAC of a leading producer of fragrances and flavours*

## WHO SHOULD ATTEND/WHO WILL BENEFIT:

Senior Managers who are constantly making cases and/or having critical conversations either to peers, C-level or BODs internally or externally.

**Date:**  
7-8 July 2010  
[\[Register\]](#)

**Time:**  
9.00am - 5.00pm

**Venue:**  
Concorde Hotel,  
Kuala Lumpur

**Fees:**  
RM3,800

(10% Early-Bird Discount if you register by 31 May 2010)

**Register Early! Small group of maximum 6 participants.  
Highly participative with one-on-one coaching.**

[PDF Version](#)  
[Managers As Coaches](#)  
[Presentations Alive!™](#)  
[Think on Your Feet®](#)  
[Communication at Work](#)

## Facilitator: Terry Netto

Terry Netto is the CEO of People Potential.

Terry comes from an eclectic educational background which includes Philosophy, Psychology, NLP (Neuro-Linguistic Programming), Civilisational Studies. Currently, he's undertaking a doctoral programme in Business Administration. His active support for two international non-profit organisations - Worldwide Fund for Nature and Initiatives of Change - regularly takes him to countries in Asia and Europe. He lives with his wife in Kuala Lumpur.

## About People Potential

We work in 19 countries with some of the most learning & development savvy clients. They include top MNCs and Fortune 500 companies namely ▪ Dell ▪ Deutsche Bank ▪ ExxonMobil ▪ Conoco Phillips ▪ Hewlett-Packard ▪ IBM ▪ Kimberly-Clark ▪ Motorola ▪ Nokia ▪ Shell ▪ Sony Corporation ▪ Texas Instruments ▪ Alstom Power Asia Pacific ▪ Caltex ▪ DHL ▪ DiGi ▪ Ericsson ▪ Guthrie ▪ Infineon ▪ Lafarge ▪ Logica CMG ▪ Bank Negara Malaysia ▪ Monetary Authority of Singapore ▪ Nestle ▪ PricewaterhouseCoopers ▪ Prince Hotel ▪ Singapore Civil Service College ▪ Singapore Institute of Management ▪ Telekom Malaysia ▪ Western Digital ▪ WWF (World Wide Fund for Nature).

Across 5 continents, we have helped professionals to unfold their human potential.

Our programmes and workshops are run by practitioners who are not generalists but specialists in their respective fields. They collaborate with our dedicated R&D unit to develop solutions using tools like Accelerative Learning, Multiple Intelligences and NLP (Neuro-Linguistic Programming). These powerful technologies for human change have a successful global track record of between 20 to 50 years.

This stellar combination of strong products, trainer credibility and track record has enabled us to maintain a 100% money-back guarantee on our standalone workshops since the early 90s.

[Register](#)

In-House enquiries; email [Sharmini Suthan](#) [Back](#)

Interested but the dates do not fit; email [Min Lee](#) for future dates. [Back](#)

People Potential: +603 7981 5572 / +6012 274 6071 / [www.peoplepotential.com](http://www.peoplepotential.com)

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