

Valeh Nazemoff:

Strategist, Consultant, Speaker, Teacher, Author



“Transformational Leadership Workshop” Agenda for UPS Senior Leadership Group

Background

In your role at UPS, you’re tasked with leading transformative changes within your organization. How committed are you to being an agent of change? What does transformative change mean to you? How do you see it impact you, your teams, and organization as a whole? Are you concerned with competitive positioning?

Have any of these occurred to you?:

- Knowing where to start on your path to business transformation?
- Being comfortable with the key elements that need to be presented for effective and meaningful change?
- Being at ease and knowing where impacts are made when change happens?
- Are others in your organization in alignment with your strategic direction?
- Trusting the data before you? Receiving reports but deep down are hesitant to use them to make strategic and impactful decisions.
- Being comfortable that your organization communicates effectively with each other?
- Confident that your organization’s performance will actually improve as a result of your initiative?

The Four Intelligences of the Business Mind

You are not alone in wondering how to take charge of the issues at hand. UPS is pleased to welcome Valeh Nazemoff, Senior Vice President of Acolyst, as she presents the Acolyst framework as detailed in her ground-breaking international bestseller, *The Four Intelligences of the Business Mind*.

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Acolyst's innovative and scalable approach blends:

- Research from the fields of neuroscience, psychology, organizational behavior, and analytics
- Inputs from influential industry leaders
- Company's extensive experience with multinational enterprises and key government agencies

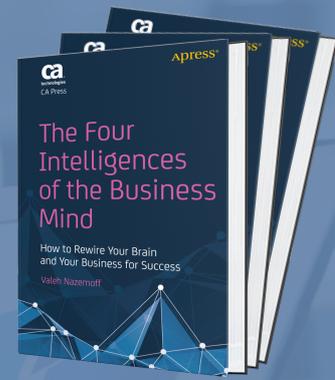
Valeh's passion is to transform organizations by guiding leaders and decision makers through the creation of personal strategic plans that will empower them to face future challenges practically, positively, and proactively.

***The Four Intelligences of the Business Mind* workshop is designed to help each of your team members align with your organization's mission, vision, goals, and objectives.** This alignment is critical for meaningful transformation to take place.

In "The Four Intelligences of the Business Mind: How to Rewire Your Brain and Your Business for Success" there are four different but interrelated types of intelligence essential to today's executive: financial, customer, data, and mastermind intelligence. Knowledge of these transformational intelligences will benefit anyone from individual leaders up through entire organizations. By approaching analysis, strategy mapping, and decision-making with the calm, positive, and proactive methodology detailed in "The Four Intelligences of the Business Mind", executives and decision makers will feel confident in addressing the challenges posed by constantly evolving business environments. Thinking according to the four transformational intelligences will become second nature, resulting in individual and organizational change. "The Four Intelligences of the Business Mind" will enable the people in organizations to: understand and harness the power of the four business transformational intelligences; encourage adaptation of these transformational intelligences by employees and organizations through modeling and team exercises; gain confidence that the data received each day is accurate and useful; recognize patterns and act on them in ways that will optimize business performance.

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Here's a capsule summary of each type of intelligence that will be reviewed during the workshop:

- **Financial intelligence** is about getting a “deep dive” into your financial position. It's not just the dollars and cents – it's about understanding emotional behaviors, too. What drives your financial decisions? Trust? Fear? Rewards? Financial intelligence is also about prediction and risk – your insights into future investments and initiatives, and your comfort level with the impact of your decisions.
- **Customer intelligence** focuses on identifying your ideal customers and strategizing ways of attracting them. What makes “ideal” customers ... “ideal” – and why are you an ideal match for them. What makes them tick and how do you and your team connect with them? And once you do, how will you convince them that you're the business provider of choice? Customer intelligence helps you answer all these critical questions and more.
- **Data Intelligence** is about the process and steps necessary to synchronously communicate and interpret data internally within your organization and externally with third party vendors and other business entities. How do you do that? By recasting information in a visual way, allowing for rapid decision-making.
- And then there's **Mastermind Intelligence**, which is about fostering new and innovative ideas by building a non-judgmental and creative environment where a pipeline of ideas can be generated through respect and collaboration. Mastermind Intelligence is ultimately about triggering engaging thoughts and exercises that can be put into action, with an emphasis on leadership that transforms teams and corporate culture.

Developing and refining financial, customer, data, and mastermind intelligence is an iterative and cyclical process, with the whole being greater than the sum of the parts.

Suggested Reading Prior to Workshop

The Four Intelligences of the Business Mind

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Detailed Agenda

Morning Session – 8:30 AM – 11:30 AM

8:30 AM – 9:00 AM – Introductions

9:00 AM – 9:30 AM – Stage Setting

9:30 AM – 10:00 AM – Framework to Transformative Change

10:00 AM – 10:45 AM – Financial & Customer Intelligence Overview

10:45 AM – 11 AM – Break

11 AM – 11:45 AM – Breakout Groups; Exercises of the Financial & Customer Intelligence to UPS Value Proposition

11:45 AM – 12:45 PM - Lunch

Afternoon Session 12:45 PM – 5:00 PM

12:45 PM – 1:30 PM – Data & Mastermind Intelligence Overview

1:45 PM – 2:30 PM – Exercises of the Data & Mastermind Intelligence to UPS Value Proposition

2:30 PM – 2:45 PM – Break

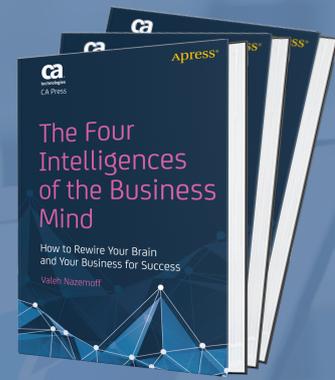
2:45 PM – 3:15 PM – Pattern Recognition Overview

3:15 PM – 4:00 PM – Breakout Groups; Pattern Recognition Exercises

4:00 PM – 5:00 PM – Closing; Journal Exercise; identification of how principles can be applied by each participant to their daily jobs

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Summary Agenda for Internal Communications

In this one day high level workshop, top leadership consultant, coach, and author, Valeh Nazemoff, will utilize engaging discussions and thought-provoking exercises that will enable participants to harness the power of the “Four Intelligences of the Business Mind” and pattern recognition to achieve:

- Alignment of purpose and mission
- Clearer value proposition for UPS clients (internal and external)
- Ability to harness the power of pattern recognition to identify and pursue new opportunities
- Awareness of change and risks that would minimize impact
- Applying innovative strategic thinking for personal, team, and organizational impacts
- Improvement in communication and collaboration
- Inspiration, for both the participant and the company, to achieve its highest potential

