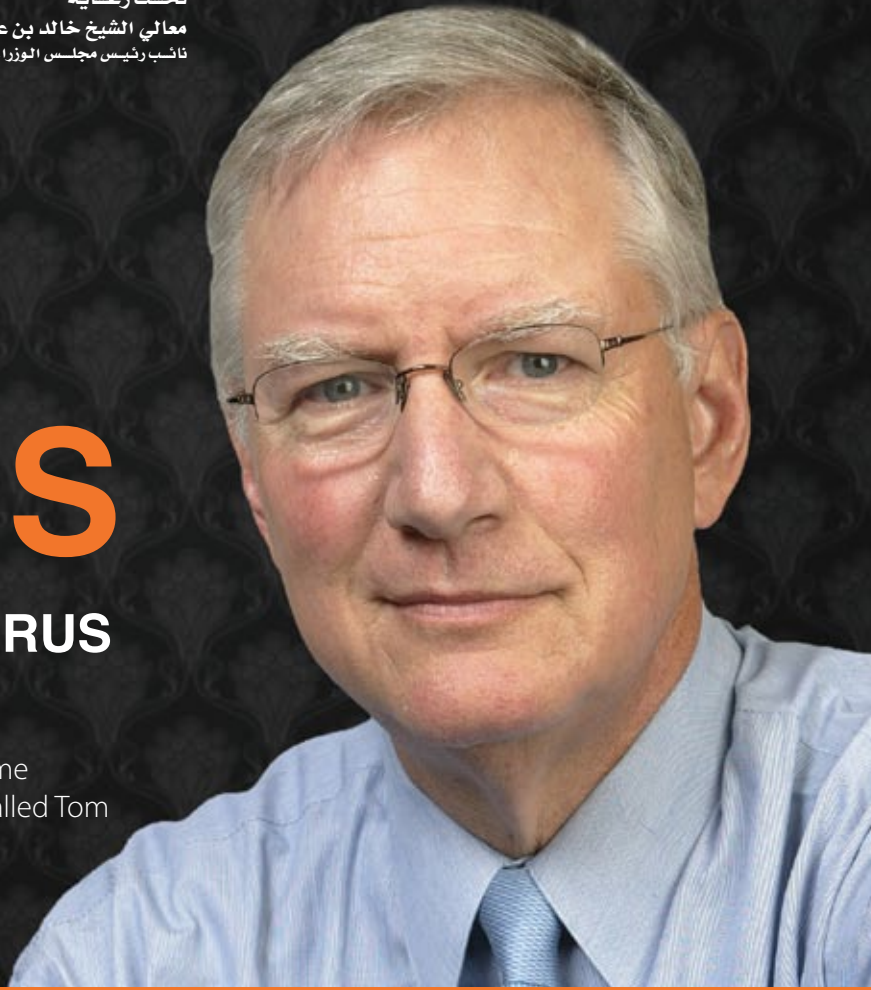




# TOM PETERS

THE GURU OF THE GURUS

CNN: "While most business gurus milk the same mantra for all its worth, the one-man brand called Tom Peters is still reinventing himself."



## البحث عن التميّز الشخصي والتميّز المؤسسي

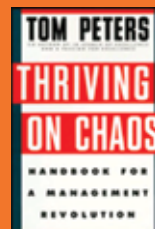
## THE SEARCH FOR PERSONAL & BUSINESS EXCELLENCE

10<sup>th</sup> Tuesday  
June 2014

Time: 07:30 am - 03:00 pm  
Gulf Convention Centre, Gulf Hotel  
Kingdom of Bahrain



Some of Tom Peters Popular Books



مع ترجمة فورية للغة العربية



Event Venue Gulf Hotel

## About the seminar

This unique event is focusing on the global researches and therefore the event title is «The Search for Personal and Business Excellence». It is not only in tune with the current global situation but will also pave the way for proper identification and analysis of what makes people and or organizations excellent.

The main emphasis of this seminar is how we as individuals or organizations be excellent in our performance, attitude, vision, quality of work and unique in the way we perform and act in our life in addition to be a profitable and successful organization. Many books of Tom Peters and in addition to his current new book (163 ways to pursue excellence), which is considered one of the best sellers will help us a lot to move forward towards excellence.

### Who Should Attend?

- CEO's, Presidents, Board Directors.
- Senior Managers, Line Managers of various organizations, HR, Finance, IT Directors, Project Managers, Consultants, Customer Services Officers, Quality Assurance Supervisors, Training Managers, Supervisors from Government and Private Sectors as well as students.
- All individuals interested in developing excellence in their personal lives and their Organizations.

### Benefit of the sessions:

- Benchmark yourself and your organization against proven industry successors.
- Learn from practical case studies how leading organizations pursue excellence.
- Understand the best way to move forward and motivate ourselves to be within the framework of excellence.
- Simulate your thinking and practices of personal and business excellence.
- Understand and digest the latest practices globally of excellence.
- Network with professional colleagues and Tom Peters in person.
- Take personal photos with Tom in addition to a signed certificate by him.

### Learning Objectives:

Participants will gain an understanding of

- What defines an excellent person/ Organization
- Components of excellence
- Excellence awards
- Obstacles to excellence
- How to overcome obstacles

# 163 WAYS TO PURSUE EXCELLENCE

## TOM PETERS

COAUTHOR OF IN SEARCH OF EXCELLENCE



## ماذا قيل عن توم بيتر؟ TESTIMONIALS

### What is Excellence?

***Excellence is defined as outstanding practice in managing the organization and achieving results, based on the following fundamental concepts:***

- Results orientation
- Customer Focus
- Leadership & Constancy of Purpose
- Management by Processes & Facts
- People development and involvement
- Continuous learning, innovation & improvement
- Partnership development
- Public responsibility

### Why do we Need Excellence?

***Excellence allows organization to:***

- Meet customers expectations
- Survive in the competitive environment
- Focus on core competencies

### Who is Responsible for Excellence?

***The basic answer in everyone in the organization needs to be involved in the quest for excellence:***

- Visionary leaders
- Quality controllers
- Responsible managers
- Customer focused employees

“Tom Peters [is] the Red Bull of management thinkers. If the economy has got you down and you’re feeling out of sorts, a shot of Peters is guaranteed to pick you up and put you back on the road to excellence.”

—Bo Burlingham, Inc.

“In Tom’s world it’s always better to try a swan dive and deliver a colossal belly flop than to step timidly off the board while holding your nose.”

—Fast Company

“Tom Peters is the most provocative and engaging (as well as annoying and threatening) management guru running loose in America today.”

—CBS MarketWatch

“In no small part, what American corporations have become is what Peters has encouraged them to be.”

—The New Yorker

“Peters is ... the father of the post-modern corporation.”

—Los Angeles Times

“We live in a Tom Peters world.”

— Fortune

## About the Speaker

# TOM PETERS

## THE GURU OF THE GURUS



Tom Peters is a civil engineering graduate of Cornell, where he is included in the book —the 100 Most Notable Cornellians and earned an MBA and PhD in business at Stanford.

Tom Peters has probably done more than anyone else to shift the debate on management from the confines of boardrooms, academia, and consultancies to a broader, worldwide audience, where it has become the staple diet of the media and managers alike. Peter Drucker has written more and his ideas have withstood a longer test of time, but it is Peters-as consultant, writer, columnist, seminar lecturer, and stage performer—whose energy, style, influence, and ideas have shaped new management thinking.

In 1982, with the publication of **In Search of Excellence**, Peters and Bob Waterman helped American and International firms deal with a crushing competitive challenge to their primacy by urging them to get away from strategies based on just the numbers and re-focused on the basic drivers of all successful businesses throughout time: people, customers, values and culture (the way we do things), action-execution, a perpetual self-renewing entrepreneurial spirit.

”

*Today and according to CNN: “While most business gurus milk the same mantra for all its worth, the one-man brand called Tom Peters is still reinventing himself”.*

”



More Information: <http://www.tompeters.com>

# Full Day Program

Tuesday 10<sup>th</sup> June 2014

07:30 – 08:30 *Registration & Networking*

08:30 – 10:00 **Session One**

## Official Opening

- What is excellence?
- Why excellence?
- Benefits of excellence

10:00 – 10:30 *Tea Break*

10:30 – 12:00 **Session Two**

## The Excellent Individual

### A Bais For Action

- Fast decision making
- Experiment & Implement
- End result is in mind

### Close to the Customer

- Learn from who you serve
- Good Service is the norm
- Customers are involved

12:00 – 12:45 *Prayer Time / Tea Break*

12:45 – 14:00 **Session Three**

## The Excellent Organization

### Autonomy & Entrepreneurship

- Practical risk taking
- Innovation
- Opportunity spotting

### Productivity through People

- People are the source of quality
- Respect for the individual
- Appropriate training & support

### Hands-on, Value Driven

- Values are clear and communicated
- Management walk the talk

14:00 – 15:00 **Session Four**

### Stick to the Knitting

- Stay close to the business you know
- Develop and utilize expertise

### Simple Form – Lean Staff

- Straightforward and simple structure
- Top level staffs are lean

### Simultaneous Loose – Tight Properties

- Decentralization of functions
- Central belief system based on values

15:00 onwards **Lunch**

# THE SEARCH FOR PERSONAL & BUSINESS EXCELLENCE

”  
 حصل أول كتاب قام  
 بتأليفه توم بيترز «البحث  
 عن التميز» على شهادة  
 من الإذاعة الوطنية العامة  
 عام 1999 بأنه من أفضل  
 ثلاث كتب في مجال  
 الأعمال في القرن الحالي.

“



## من هو توم بيترز:

• يعد المفكر الإداري توم بيترز أحد أبرز المحاضرين العالميين في فن القيادة والإدارة والتميز الشخصي والمؤسسي وله العديد من البحوث والدراسات والمؤلفات أبرزها: كتابه «البحث عن التميز»، وكتابه الأخير «163 طريقة لإنجاز التميز»، والتي بيعت هذه الكتب بملايين النسخ.

• يعمل توم بيترز حالياً رئيساً لشركة توم بيترز للاستشارات في مجال إدارة الأعمال والإدارة العامة ويحمل شهادة الماجستير والدكتوراه في إدارة الأعمال من جامعة ستانفورد. حاز على العديد من درجات الدكتوراه الفخرية من العديد من الجامعات والمعاهد، ويعد واحداً من أفضل المفكرين في مجال إدارة الأعمال في عصرنا الحالي حيث يعتبر رائداً في هذا المجال. ألف العديد من الكتب التي لاقت رواجاً كبيراً وحصلت على شهادات أفضل الكتب مبيعاً، كذلك يقوم بإلقاء الكثير من المحاضرات في جميع أنحاء العالم. وقد حصل أول كتاب قام بتأليفه «البحث عن التميز» على شهادة من الإذاعة الوطنية العامة عام 1999 بأنه من أفضل ثلاث كتب في مجال الأعمال في القرن الحالي.

## ماذا ستحصل من «توم بيترز» في 10 يونيو القادم في البحرين؟

يمكنك أن نحصد الكثير من مفاهيم «توم بيترز» و«روبرت ووترمان» في محاكاة وتقليد التفوق حيث يمكنك أن تجرب التفوق بنفسك، فحاول أن تجد نموذجاً وظيفياً ممتازاً، إما في فرد من الأفراد أو شركة من الشركات، ثم حلل الأمور التي تجعل منه فرداً ناجحاً واربط ذلك بك وبحاجات تنظيمك.

وأخيراً هل أنت ومؤسستك مجهزان تجهيزاً حسناً في مواجهة أزمة التحدي والتغير السريع؟ أجعل من المرونة أولوية في كل الأنظمة التي تقيمها وفي سلوك من يعمل معك. يقول توم بيترز: «إذا كان هدفك هو أن تعمل في بيئة مرنة (وهو ما يجب أن يكون) فلا تكن أنت نفسك عديم المرونة، كن منفتحاً والتزم بالتغيير وتجاوب مع حاجات الزبائن وشيد أساسيات صغيرة ولكنها متينة»، أمام الكثير من التحديات المعاصرة.

Event Manager Platinum Sponsor

Strategic Partners

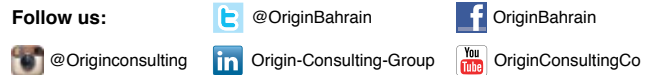


For registration / inquiries :



P. O. Box 24040, Kingdom of Bahrain  
 Tel : +973 17 552 878, Fax: +973 17 552 890  
 Mobile : +973 377 9 3388 / 377 6 3322 / 377 000 36  
 Email : registration@origin.com.bh  
 Web : www.origin.com.bh

Follow us:



# TOM PETERS

Date : 10<sup>th</sup> June 2014

Venue : Gulf Hotel - Kingdom of Bahrain

## البحث عن التميز الشخصي والتميز المؤسسي THE SEARCH FOR PERSONAL & BUSINESS EXCELLENCE

### Individual/Group Delegate Registration Form

Payment Method:  
Please make payments in  
favour of :

Account Name:

Origin Consulting Co.

Bank: BBK

IBAN Number:

BH 21 BBKU 0010 0000 278 570

\* Training Levy Reimbursable

Please complete the registration form in CAPITAL LETTERS and return to the **organizers on fax (+973) 17- 552 890** or contact **tel. (+973) 17- 552 878** for further details. Please photocopy this form for additional registration.

Organization name

Contact person

Job Title

Mailing address

E-mail

Telephone  Facsimile

Mobile

Authorized Signature  Date

S/N	DELEGATE	JOB TITLE
1		
2		
3		
4		
5		
6		
7		
8		

#### Fees in BD.

BD. 380 per delegate

Corporate rates available

#### Fees Inclusive of:

- Free pass to all sessions.
- Participants folder with workshop materials.
- Tea/Coffee Breaks & Lunch available.
- Certificate signed by Prof. Tom Peters.

Cancellation/Substitutions No cancellation will be permitted once a registration form is received. However, substitution is allowed.

#### For official use only:

Approved by : .....

Booking code : .....

Invoice No. : .....

Signature : .....

Date : .....

#### Event Manager :



#### For registration / inquiries :



P. O. Box 24040, Kingdom of Bahrain  
Tel : +973 17 552 878, Fax: +973 17 552 890  
Mobile : +973 377 9 3388 / 377 6 3322 / 377 000 36  
Email : registration@origin.com.bh  
Web : www.origin.com.bh