



# MAY 2026 EDITION

A special issue from ITD World Vietnam

# Letter from the Editors

Dear our valued readers!

## In a world of deepfakes, who do you trust?

We are living in the age of the “High-Definition Mirage.” We interact with AI agents that sound like us, avatars that look like us, and algorithms that predict what we want to hear before we even say it.

Perfection has become cheap. It is easy to generate a flawless email, a perfect strategy deck, or a polished video message.

But because perfection is now a commodity, “Realness” has become a luxury.

In this edition, we explore the theme of **Radical Authenticity & Trust**. We believe that the era of the “Teflon Leader” – the executive who never makes a mistake, never shows doubt, and never goes off-script – is over. In 2026, people are skeptical of the slick and the scripted. They are

looking for the cracks in the armor because the cracks prove there is a human inside.

*Key takeaways from this edition:*

- **The Trust Paradox:** Why admitting “I don't know” increases your authority, while pretending to have all the answers destroys it.
- **Integrity as an Algorithm:** How consistency in your “Say-Do” ratio acts as a psychological anchor for your team in a chaotic market.
- **The Authentic pivot:** Moving from “Executive Presence” (acting the part) to “Relational Transparency” (being the person).

It is time to drop the mask. The most powerful leadership tool you have left is your own imperfection!

Warm regards,  
**ITD World Vietnam**



**THE IMPERFECT SIGNAL:  
WHY RADICAL AUTHENTICITY IS  
THE ONLY CURRENCY LEFT**

# The Imperfect Signal: Why Radical Authenticity is the Only Currency Left

## The Crisis of the "Polished" Leader

*In 2026, we are drowning in perfection.*

Open your feed, and you see curated lives. Join a virtual town hall, and you see a CEO reading a script written by an LLM, delivered with a cadence optimized by an algorithm. We live in the era of the “Deepfake” – not just the literal video technology, but the pervasive sense that everything around us is manufactured, filtered, and spun.

In this landscape of infinite noise and artificial polish, the most valuable signal a leader can broadcast is **human imperfection**.

For decades, the archetype of executive presence was the “Teflon Leader” – unflappable, all-knowing, and flawlessly consistent. They never showed doubt. They never admitted fear.

They were the “Strongman” (or woman) in the storm.

Today, that archetype doesn't just fail; it backfires. In a world where AI can simulate perfection better than any human, “perfect” feels suspicious. It feels synthetic. When a leader appears without cracks, the modern employee – conditioned by a decade of misinformation – doesn't think, “*Wow, they are competent.*” They think, “*What are they hiding?*”

To lead effectively in the trust deficit of the late 2020s, we must pivot to **Radical Authenticity**. Rather than “letting it all hang out” or lacking a filter, it is about the strategic deployment of humanity. It is the understanding that trust is no longer granted to the rank; it is earned by the *Real*.

# The Imperfect Signal: Why Radical Authenticity is the Only Currency Left

## Deconstructing Radical Authenticity

True authenticity is often misunderstood as “being yourself.” But if “yourself” is volatile, rude, or disorganized, that is not leadership; that is a liability. Radical Authenticity is a disciplined practice rooted in **Self-Awareness and Relational Transparency.**

### **The Internal Compass (Self-Awareness)**

You cannot be authentic if you don't know who you are. The authentic leader has done the deep work to understand their “True North.” This involves a rigorous inventory of core values, strengths, and, crucially, limitations.

In the past, leaders hid their weaknesses. Today, the authentic leader owns them. When a leader says, *“I am strong at strategy, but I struggle with the granular details, so I am relying on you for that,”*

they do two things. First, they disarm criticism. Second, they empower the team to fill the gap. This is the difference between *posturing* (pretending to be good at everything) and *presence* (being secure in who you are).

### **Relational Transparency (The Bridge)**

This is the practice of presenting one's true self to others. It is the antidote to the “work persona.” It involves sharing not just the decision, but the *process* of the decision – including the doubts and the ethical wrestling matches that preceded it.

When a leader admits, “I wrestled with this decision because it conflicts with our value of flexibility, but here is why we have to do it,” they treat their employees as adults. This transparency builds a bridge of respect that withstands bad news.

# The Imperfect Signal: Why Radical Authenticity is the Only Currency Left

## Integrity as the Algorithm of Trust

If Authenticity is the “User Interface” of leadership (what people see), Integrity is the “Operating System” (how it runs). You cannot have one without the other. Authenticity without integrity is just a charismatic narcissist. Integrity without authenticity is a robot.

### The Consistency Quotient

In a volatile world, consistency is a superpower. Integrity is often defined as “*doing the right thing when no one is watching,*” but in leadership, it is also “*doing what you said you would do, every single time.*”

Trust is not a grand gesture; it is a statistical probability. Employees act like sophisticated algorithms – they track your “Say-Do” ratio. Every time you keep a small promise (ending a meeting on time, following up on an email), your trust score goes up. Every time you spin the truth or dodge accountability, it crashes. In the

age of “Permacrisis,” where the external world is chaotic, the leader’s consistency provides a psychological anchor for the team.

### The Moral Courage to Stand Alone

The ultimate test of integrity is the willingness to make unpopular decisions because they align with the organization’s ethical compass. Authentic leaders are governed by an **Internalized Moral Perspective**. They do not let external pressures (stock price, social media trends, office politics) dictate their values.

When a leader refuses to cut corners to hit a quarterly target, they send a shockwave through the culture. They signal that “how we win” matters as much as “winning.” This creates a safety net for employees, who know they won’t be thrown under the bus for doing the right thing.

# The Imperfect Signal: Why Radical Authenticity is the Only Currency Left

## The Paradox of Vulnerability

Here lies the greatest tension for the modern leader: *How can I be vulnerable without looking weak?*

The answer lies in the “**Pratfall Effect.**” Psychological research shows that when a competent person admits a mistake, their likability and influence *increase*. It humanizes them. (Conversely, when an incompetent person admits a mistake, their influence drops).

### Admitting the “I don’t know”

The old school leader believed they had to have all the answers. The Radical Authentic leader knows that in a complex, AI-driven world, knowing everything is impossible.

Saying “*I don't know the answer to that yet, but let's figure it out together*” is a power move. It shifts the dynamic from “Command and Control” to “Collective

Intelligence.” It invites the team to co-create the solution, which increases buy-in.

### Ownership of Failure

When a leader apologizes – truly apologizes, without the “*I'm sorry if you felt that way*” caveat – they break the cycle of blame. Radical Authenticity means owning the failure publicly and fixing it privately. This behavior creates **Psychological Safety**. If the leader is safe to fail, the team is safe to innovate. If the leader hides mistakes, the team will bury theirs, leading to catastrophic hidden failures later.

# The Imperfect Signal: Why Radical Authenticity is the Only Currency Left

## Balanced Processing – The Ego Check

Finally, Radical Authenticity requires **Balanced Processing**. This is the ability to objectively analyze data – including data that contradicts your ego.

Insecure leaders surround themselves with “Yes Men” who reinforce their bias. Authentic leaders actively seek out “Challenge Networks.” They want to know where they are wrong.

They ask, “*What am I missing?*” and genuinely listen to the answer.

This creates a culture of truth-seeking rather than ego-stroking. When a team knows their leader values the truth more than being right, the speed of information flow increases. Bad news travels fast, allowing for quicker course correction.

## Conclusion: The Realness Dividend

The era of the “celebrity CEO” is fading. The polished avatars and the PR-scripted town halls have lost their power.

Today, we are witnessing the rise of the **Imperfect Leader**.

These leaders are not charismatic superheroes. They are flawed, honest, and deeply consistent human beings. They do not promise a smooth ride, but they

promise a true one. They do not pretend to know the future, but they promise to navigate it with integrity.

In a world that is increasingly artificial, your humanity is not a weakness to be hidden. It is your ultimate competitive advantage. The only way to cut through the noise is to be the one thing an algorithm cannot simulate: Real.

# GLOBAL ELITE

LEARN  
FROM  
THE  
BEST

TO  
BE  
THE  
BEST

**ITD WORLD**  
Your Global Coaching &  
Leadership Development Partner

# SENIOR LEADERSHIP DEVELOPMENT PROGRAM

**World #1 Executive Coach  
& Leadership Thinker**

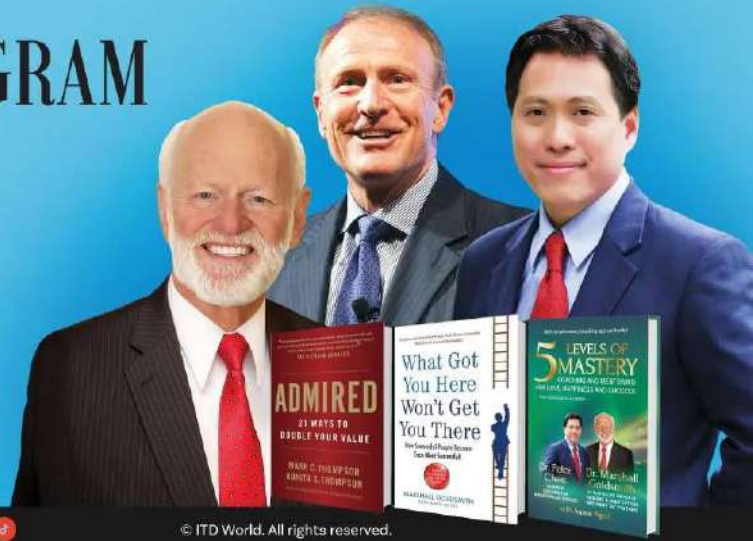
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**World #1 CEO Coach**

DR MARK C THOMPSON

**World #1 Strategic Innovation Coach**

DR PETER CHEE



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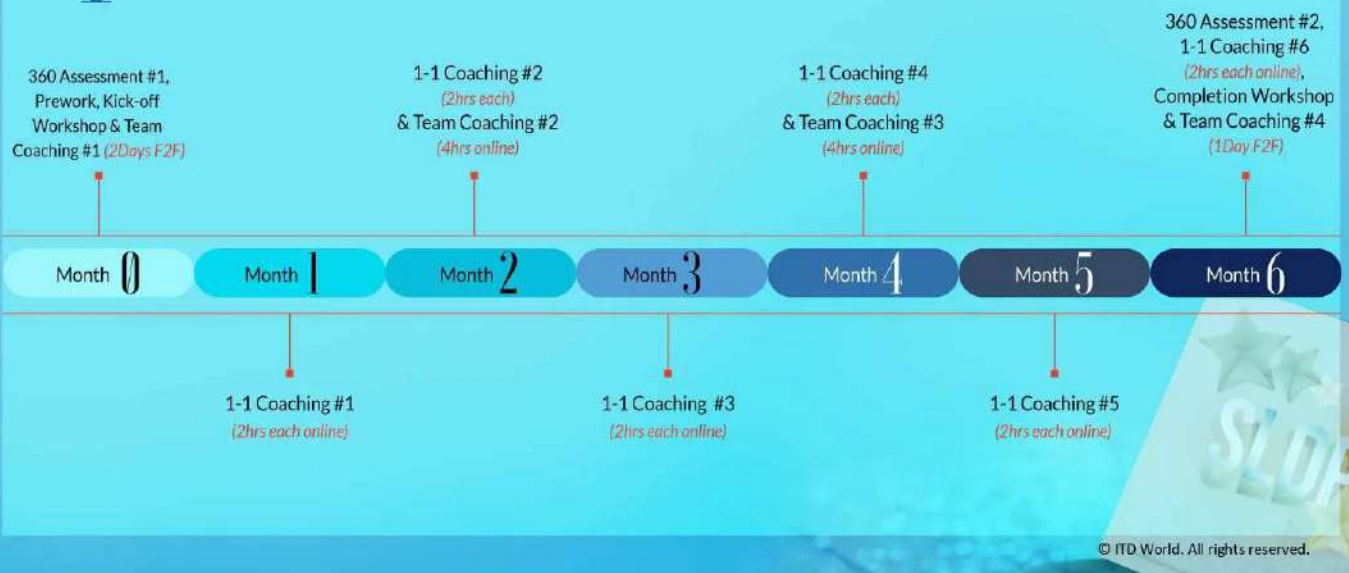
The Global Elite Senior Leadership Development Program (SLDP) is a customized mega-guru signature solution designed for senior top level executives who are committed to differentiate their leadership impact to enable sustainable growth in their organizations and community.

The SLDP is masterfully created to vitalize CEOs, C-Suite Executives, Business & Department Heads for exponentially multiplying their contributions, influence, and profound impact in work and life for a better world.

## What Makes Global Elite SLDP Outstanding?

- 360 feedback diagnosis & discovery
- Transformative 1-1 executive coaching
- Elite team coaching with top gurus
- Cutting-edge learning, app, & senior leaders alliance
- Multiply growth by becoming a master coach
- All of these are delivered within 2 separate phases as outlined below.

# PHASE 1 SLDP



## 360 Feedback Diagnosis & Discovery

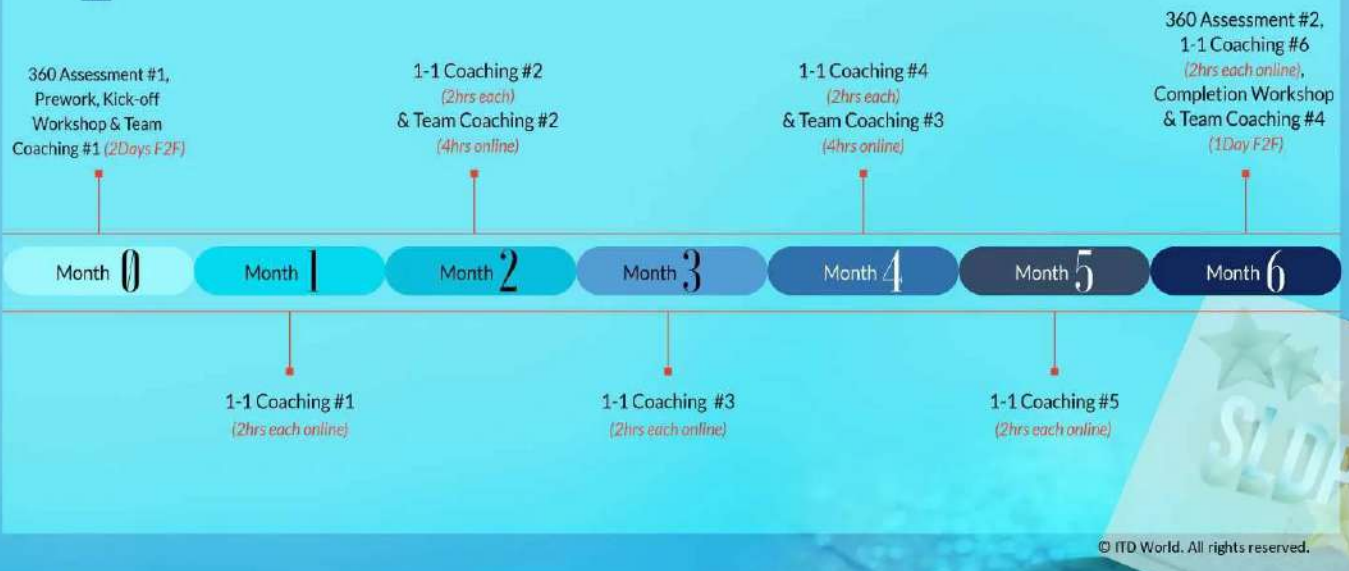
- Tested and proven diagnostic tool to evaluate global leadership excellence capabilities
- Gain insights on strengths to multiply and crucial areas for development
- Discover solutions for effective collaboration and influence with key stakeholders
- Identify areas to focus on during 1-1 and team coaching
- Demonstrate leadership growth and transformation through the pre-and-post assessment.

## Transformative 1-1 Executive Coaching

- Unlock Leadership Excellence ~ Transform leaders through personalized coaching with the world's top coaching gurus.
- Achieve Breakthrough Results ~ Drive positive transformation by instilling behaviors and habits that benefit both leaders and their organizations.
- Amplify Organizational Impact ~ Equip leaders to inspire and empower their teams, achieving ambitious goals and remarkable outcomes.
- Lead by Example ~ Transformed leaders become role models, inspiring others to pursue growth and excellence.
- Sustain a Legacy of Success ~ Foster sustainable leadership excellence that drives organizational transformation and long-term sustainable growth.

# Roadmap

## PHASE 1 SLDP



### Elite Team Coaching with Top Gurus

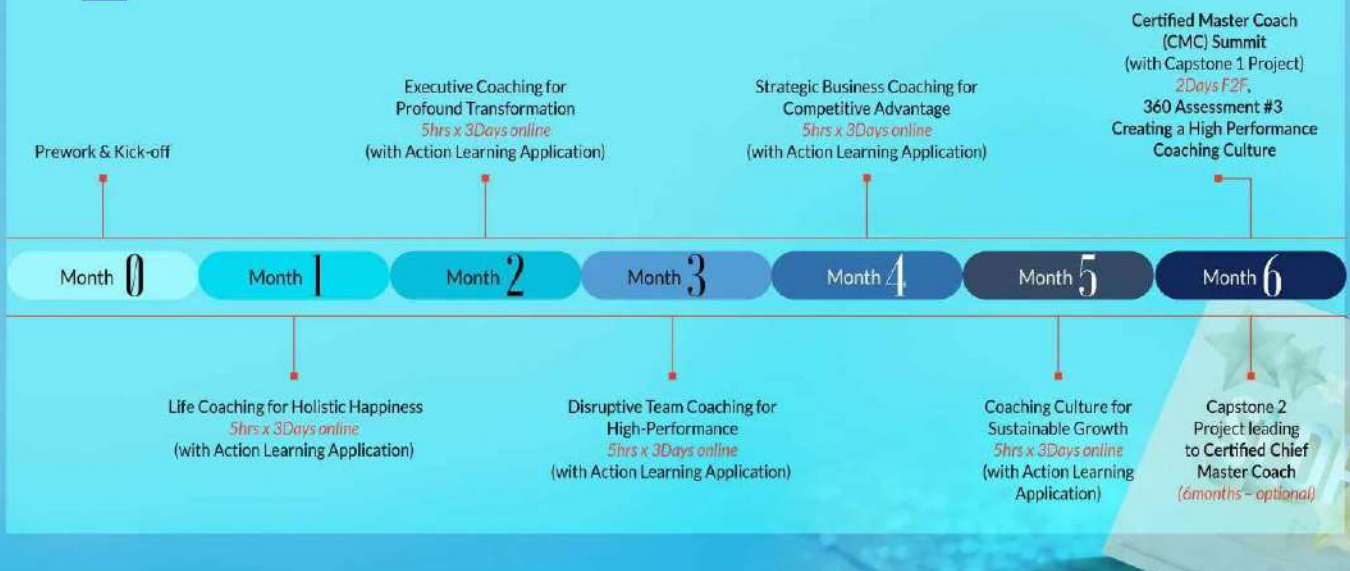
- Build High-Performing Teams ~ Foster trust and collaboration to create cohesive, results-driven teams.
- Align and Execute with Excellence ~ Integrate team goals with organizational priorities to achieve maximum impact and execution.
- Navigate Team Dynamics ~ Overcome challenges effectively with strategies to maximize unity and productivity.
- Inspire Peak Performance ~ Equip leaders with actionable tools to drive accountability, innovation, and exceptional team results.
- Learn from Thought Leaders ~ Gain exclusive insights and strategies from global experts to empower team transformation.

### Cutting-edge Learning, App & Senior Leaders Alliance

- Innovative Learning Methods ~ Gain from a customized blend of in-person, team, and online methodologies.
- Access Valuable Resources ~ Utilize cutting-edge mobile app, toolkit and materials for outstanding results.
- Practical Application Focus ~ Engage in workshops, virtual sessions, and hands-on projects for real-world impact.
- Global Network Alliance ~ Collaborate with senior leaders from other leading organizations during Phase 2 of the SLDP journey.
- Leverage on Global Gurus ~ Tap the wisdom of mega-guru mentor-coaches throughout the SLDP journey.

# PHASE 2

## Multiplying Growth & Results as a Certified Master Coach (CMC)



### 1. Life Coaching

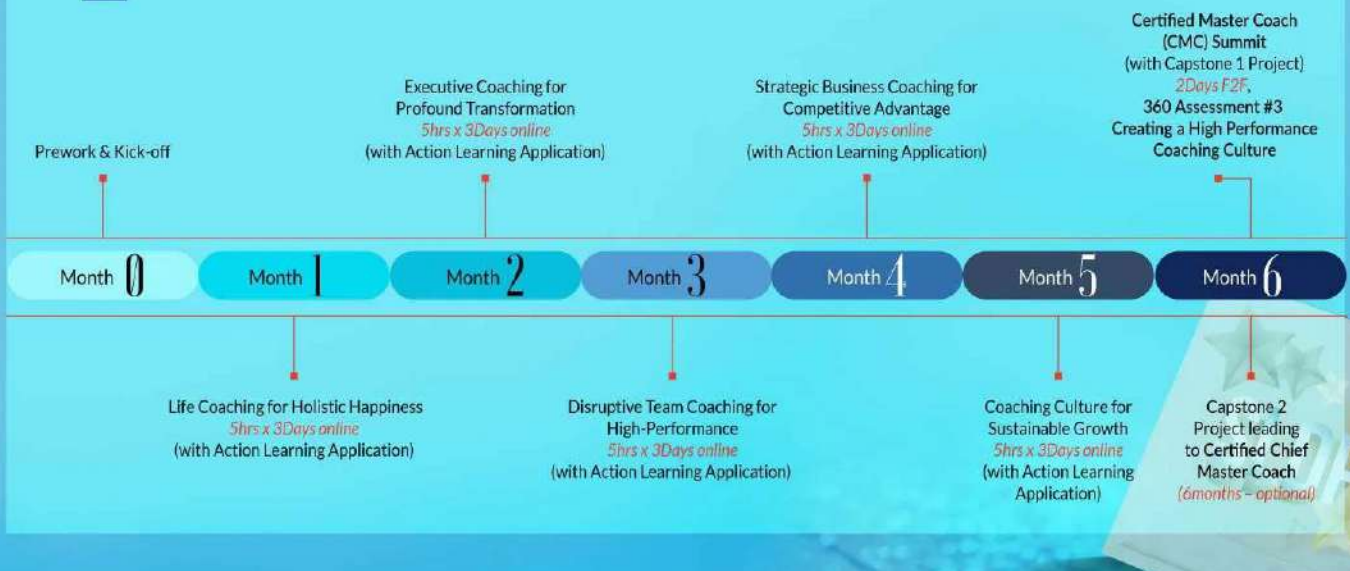
- Gain deep insight into the psychology of coaching and the different approaches to powerful coaching
- Understand the Coaching Mastery Model (CMM) and the Situational Coaching Model (SCM)
- Apply the 9 best practices of master coaches to deliver outstanding results
- Deploy 5 Levels of Mastery assessment advantage to identify priorities, competencies gaps in work & life
- Embrace coaching techniques and tools to enable the Disciplines of Love, Happiness, and Success
- Use the 5 Phases of Purpose Alignment to enable the most fulfilling purpose-driven life
- Master the 8 Elements of Life Synergy, KASH, PFIR Model, and the 7 Patterns of Joy and Love
- Utilize the 5 Levels of Mastery System and toolkit to coach people to reach World Influence Mastery

### 2. Executive Coaching

- Understand the executive coaching process and the secrets of enabling lasting behavior and habit change
- Apply the 360 Feedback interview and surveys to enable awareness, acceptance, and transformation
- Align executive coaching with life purpose, passion, values, and vision for sustainable growth

# PHASE 2

## Multiplying Growth & Results as a Certified Master Coach (CMC)



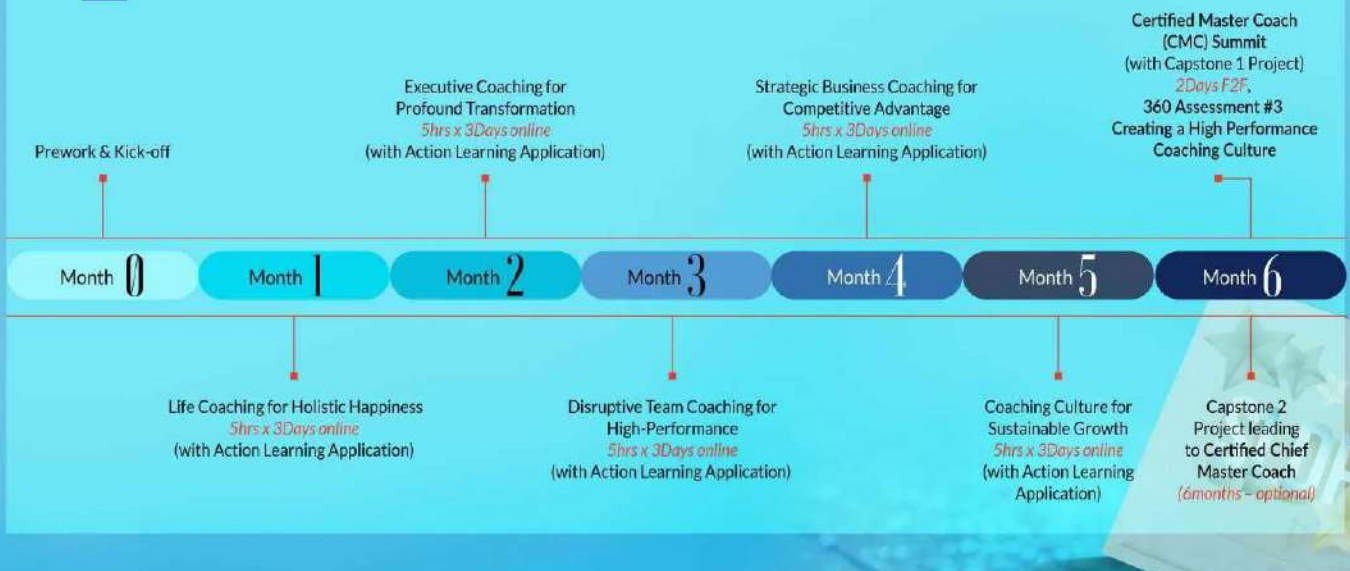
- Deploy tools and techniques for executive career coaching for high performance
- Enable coaching for different groups of top executives, key talents, successors, and average performers
- Gain insights into coaching executives in times of great need (e.g. radical changes, crisis, big vision)
- Learn how to overcome resistance to coaching and coach the uncoachable
- Create coaching tools for specialized areas (e.g. leadership authenticity, leadership presence, stakeholder influence)

### 3. Disruptive Team Coaching

- Understand the value of team coaching and the creation of high-performance teams
- Apply effective assessments and best practices of disruptive coaching and high-performance teams
- Know when and how to select the suitable team coaching solution and design options
- Gain insights on disruptive team coaching processes, methods, and tools
- Practice disruptive design thinking team coaching applications for game-changing results
- Equip individual team members to ensure habit change for high-performance

# PHASE 2

## Multiplying Growth & Results as a Certified Master Coach (CMC)



- Enable high-performance leadership team retreats for senior leaders and key talents
- Unleashing the full potential of diverse, virtual, cross-functional projects and top teams

### 4. Strategic Business Coaching

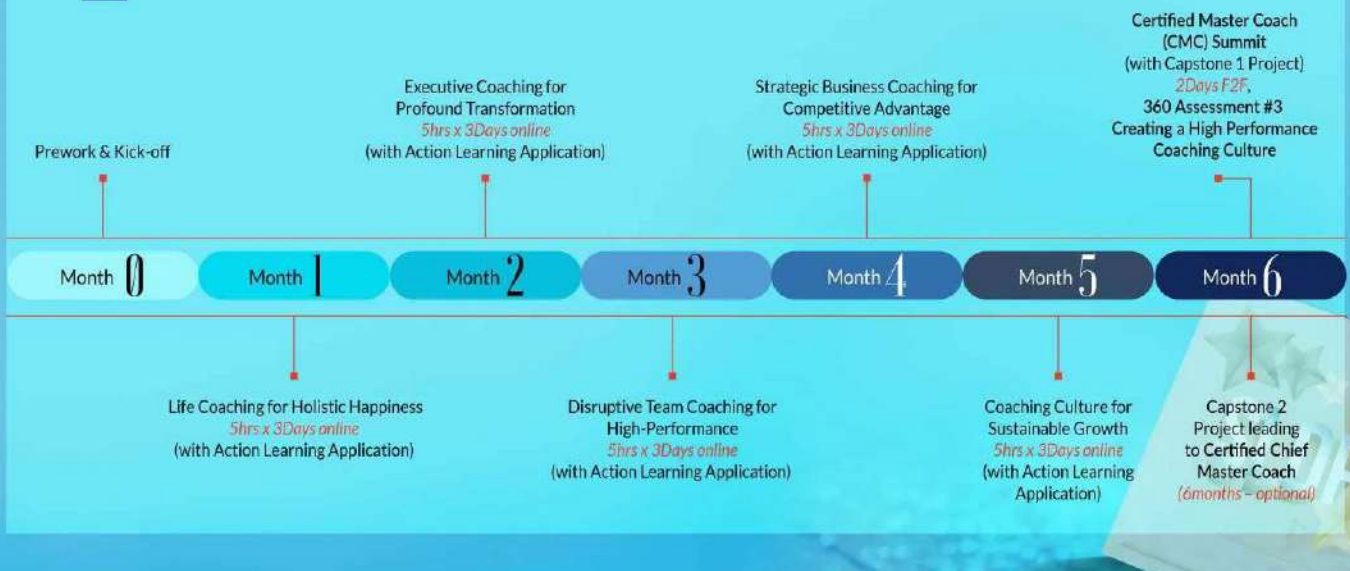
- Understand best practices of team coaching for strategic competitive advantage
- Apply team coaching using the strategy process to unleash the potential of strategic leaders
- Use team coaching authoritatively in the context of corporate and functional strategy
- Employ Scenario planning and Scenario-based team coaching to win in a VUCA world
- Use team coaching in the face of crisis, business turnaround, realizing a compelling vision, and Strategic change
- Engage in Coaching for innovative business models, ventures, and disruptive business startups
- Master strategic group coaching techniques and processes

### 5. Coaching Culture

- Gain insights on organizational change, and effective culture transformational methods and processes
- Understand and embrace the role as Chief Master Coach and CEO to coach and grow internal coaching talent

# PHASE 2

## Multiplying Growth & Results as a Certified Master Coach (CMC)



- Understand and embrace the role as Chief Master Coach and CEO to coach and grow internal coaching talent
- Apply best practices to create a high-performance coaching culture for sustainable growth
- Aligning coaching culture with organizational vision, mission, values, strategies, and objectives
- Implement effective coaching culture assessment methods and processes to ascertain progress and achievements
- Establish results matrix, rewards, and recognition schemes to accelerate culture change
- Execute the right coaching intervention for quick, big, and continuous wins in transformation
- Create communities of practice, coaching systems, champions, and tools for sustainability



## Your LEADERSHIP & COACHING CULTURE Ecosystem

**LETS LEAD** by ITD World is a leadership and coaching development platform for leaders and organizations to build strong coaching cultures for peak performance. This super app integrates structured learning, peer collaboration, and cutting-edge coaching tools to transform everyday leadership interactions into impactful moments that drive results. Built by global experts including World #1 Coaching Professional Dr Peter Chee, **LETS LEAD** supports leaders to learn, practice, and apply leadership and coaching competencies for growth and performance.



# 10 GAME CHANGING SYSTEMS

## LIVE!

Interactive sessions with global coaching gurus, cutting-edge tools demonstrations, and real-world leadership insights.

## TRIPLE WIN

A global peer-to-peer network to enable and pay-it-forward growth.

## RESULTS

Speed coaching tools, expert guidance, and a coaching log to document progress.

## LEARNING

Structured journeys that build coaching and leadership competencies.

## 10X MASTERMIND

Small yet robust peer-driven mastermind focusing on problem-solving and breakthrough thinking.

## 365

Daily inspiration to keep development consistent

## STORIES

Coaching stories with lessons leaders can apply in their life and work.

## GAME

Gamification with points, badges, and community recognition.

## MASTERY

Companion to the best-selling 5 Levels of Mastery book by Dr Peter Chee & Dr Marshall Goldsmith.

## MARSHALL AI

AI-generated coaching insights drawn from Dr Marshall Goldsmith's expertise.

### Enterprise Value

- Scalable leadership and coaching development across teams and organizations
- Build a sustainable coaching culture
- Increase engagement with community platforms and recognition systems
- Cost-effective subscription plans for individuals and enterprise
- Track development with analytics and dashboards (for enterprise package)



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COMPLIMENTARY EVENT  
FOR ITD  
CLIENTS

# CULTURE TRANSFORMATION

Moving Beyond  
Posters & Slogans  
to Real Behaviour Shift



DATO' DR MOHD KHALIS ABDUL RAHIM



21 May 2026, Thursday



3.00 pm – 4.15 pm (MY/PH)  
2.00 pm – 3.15 pm (VN/TH)

# Thrive WITH ITD WORLD'S e-Certification

e-Workshops →



← e-Workshop  
& e-Certification

DATE	EVENT	COUNTRY	TYPE	TRAINER	FEES (USD)
30 – 31 Mar	<b>Hybrid GWLDP</b> Global Women Leadership Development Program – Phase 1	Malaysia	Hybrid	Serely Alcaraz Dr Peter Chee Kenzer Tan	6,500/pax
27 March Kick-off	<b>e-CCMC</b> Certified Chief Master Coach	International	Online	Dr Marshall Goldsmith John Mattone	9,830/pax
20 – 22 April 20 – 22 May 24 – 26 June 22 – 24 July 26 – 28 August				Dr Peter Chee Darelyn DJ Mitsch Brenda Bence Dr Marcia Reynolds Arthur Carmazzi	
4, 7, 11, 14, 18, 21, 25, 28 May  (Mon & Thur)	<b>e-CIDD</b> Certification in Instructional Design and Development	International	Online	Dr Mario Aquino del Castillo	2,800/pax
11 – 12 May	<b>Hybrid GWLDP</b> Global Women Leadership Development Program – Phase 2	Malaysia	Hybrid	Serely Alcaraz Dr Peter Chee Kenzer Tan	6,500/pax
6 – 7 May 12 – 13 May 18 – 20 May 25 – 26 May (8.30am-10.30am Vietnam time)	<b>e-CTLP</b> Certified Development and Learning Professional	International	Online	Dr William Rothwel Dr Mario Aquino del Castillo	2,800/pax
Tentative in May - June	<b>CHRBP</b> Certified Human Resource Business Partner	Vietnam	F2F	KC Yan	1,500/pax



# Thrive WITH ITD WORLD'S e-Certification

e-Workshops →



← e-Workshop & e-Certification

DATE	EVENT	COUNTRY	TYPE	TRAINER	FEES (USD)
13 – 14 Jul	<b>Hybrid GWLDP</b> Global Women Leadership Development Program – Phase 3	Malaysia	Hybrid	Serely Alcaraz Dr Peter Chee Kenzer Tan	6,500/pax
2, 9, 16, 23, 30 Jul 7 Aug	<b>e-CTP</b> Certified Training Professional	International	Online	Dr Mario Aquino del Castillo	3,500/pax
8 – 9 June 29 – 30 June 20 – 21 Jul 17 – 19 Aug	<b>CCMP</b> Certified Coaching and Mentoring Professional	Malaysia	F2F	Safura Atan KC Lee Dr Mario Aquino del Castillo Dr Peter Chee	3,000- 3,890*/pax
6 – 8 Sept	<b>53rd ARTDO Conference</b>	Kota Kinabalu Malaysia	F2F		1,000/pax (Early Bird) 1,300/pax (Normal)
Sept	<b>e-CCMC</b> Certified Chief Master Coach	International	Online	Dr Marshall Goldsmith John Mattone Dr Peter Chee Darelyn DJ Mitsch Brenda Bence Dr Marcia Reynolds Arthur Carmazzi	9,830/pax
14 – 15 Sept 15 – 16 Oct 4 – 5 Nov 1 – 3 Dec	<b>e-CCMP</b> Certified Coaching and Mentoring Professional	International	Online	Safura Atan KC Lee Dr Mario Aquino del Castillo Dr Peter Chee	3,000- 3,890*/pax

\* Includes Premium Access to LETs LEAD app



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SEPTEMBER 6 - 8 2026

BORNEO

Venue: Hilton Kota Kinabalu  
Sabah, Malaysia

# REIMAGINING HUMAN CAPITAL

From Gaps to Growth in the  
Age of AI, Agility & Authenticity

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PUBLIC ADMINISTRATION

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# Thrive WITH ITD WORLD'S e-Certification

e-Workshops →



← e-Workshop & e-Certification

DATE	EVENT	COUNTRY	TYPE	TRAINER	FEES (USD)
16, 23, 30 Oct, 6, 13, 20 Nov	<b>e-CTP</b> Certified Training Professional	International	Online	Dr Mario Aquino del Castillo	3,500/pax

## Legend

<b>CCMP</b>	Certified Coaching and Mentoring Professional	<b>CTCS</b>	Certification in Talent Competency and Succession Management
<b>ECS</b>	Essential Coaching Skills	<b>CCMC</b>	Certified Chief Master Coach
<b>HOC</b>	Heart of Coaching	<b>CTP</b>	Certified Training Professional
<b>EMS</b>	Essential Mentoring Skills	<b>CHRBP</b>	Certified Human Resource Business Partner
<b>CMBS</b>	Coaching and Mentoring for Breakthrough Success	<b>GWLDP</b>	Global Women Leadership Development Program
<b>CTLP</b>	Certified Talent Development and Learning Professional		
<b>CIDD</b>	Certification in Instructional Design and Development		



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Stay updated with the latest trends & insights in coaching, HR, and leadership development with ITD World Vietnam's monthly issues – compiled based on various research & publications from our team of experts and other world-renowned authors in the industry.



April 2026

Topic: *The Middle Manager Renaissance*



March 2026

Topic: *Leading Through "Permacrisis"*



February 2026

Topic: *The "Skills-First" Revolution*



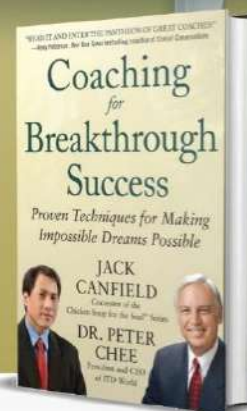
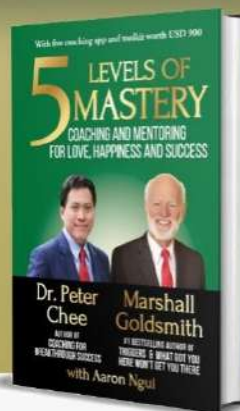
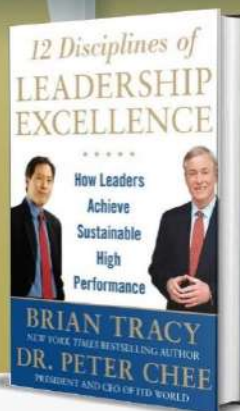
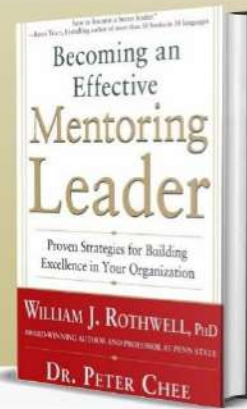
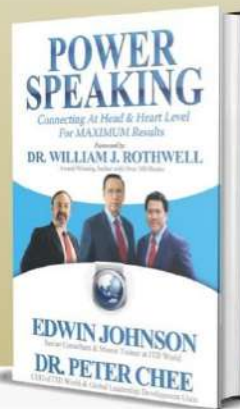
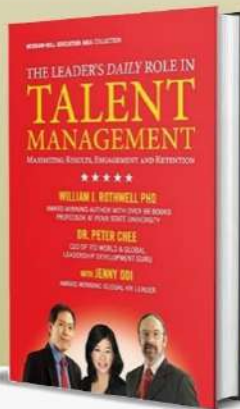
January 2026

Topic: *The AI-Human "Power Couple"*

# ITD BOOK SHELF

ITD World has published books on coaching and mentoring, human resource management, and leadership development over the years. The best speakers and instructors in the world have penned these books.

Find out more here.



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## Mission

Transforming Leaders and Changing the World for the Better.

## Vision

The #1 Global Coaching and Leadership Development Partner.

## Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

## Competitive Advantage Statement:

ITD World is an award-winning Multinational Corporation that provides the world's best coaching and leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results

## Core Activities and Resources:

Talent and Leadership Development; Corporate Training, and Consulting; Team and Executive Coaching, Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 308 world-class programs and more than 200 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

## Exclusive Mega Gurus:

Dr. Marshall Goldsmith, John Mattone, Dr. William Rothwell, Dr. Peter Chee, Thomas G. Crane, Dr. John C. Maxwell, Marcia Reynolds, Darelyn DJ Mitsch, Arthur Carmazzi & Brenda Bence

## Quality Certification, Awards & Publications:



Winner of the **ARTDO International HRD Excellence Award** in recognition for outstanding contribution to international Human Resource Development.



Bestowed the Brand Laureate International Award for the Best Brand in Training.



Cutting edge books co-authored with the world's Top Mega Gurus- "5 Levels of Mastery", "Coaching for Breakthrough Success", "12 Disciplines of Leadership Excellence", "Becoming an Effective Mentoring Leader," and "Leader's Daily Role in Talent Management".

## Clients:

Intel, IBM, United Nations Missions, American Embassy, Western Digital, Agilent, Dell, AMS, Motorola, Nike, First Solar, Accenture, Citibank, Central Bank of Malaysia & Philippines, ThaiBev, LinkedIn, Adobe, Micron, DHL, OSRAM, Infineon, Siemens, B Braun, Bosch, Schneider, Toyota, Ajinomoto, Samsung, UOB Bank, AEON, Swire Shipping, Dominos, Siam Cement Group, CP Group, Sacombank, PetroVietnam, Petron, SM Supermalls, Malaysia Airlines, Vingroup, Philippine Airlines, Shangri-La Hotels, Sheraton, Prudential, AIA, GSK, MSD, Bayer, Johnson & Johnson, Unilever, Nestle, Coca-Cola.



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