

The Change Matrix: The Top Tools of Fortune 500 Leaders®

A) SELF CHANGE	B) TEAM & INTER-PERSONAL CHANGE	C) ORGANIZATIONAL CHANGE
<p>High AQ-EQ Climber (adversity)</p> <p>Competencies:</p> <ul style="list-style-type: none"> • Personal effectiveness <p>The ultimate personal effectiveness system. Create a high AQ-EQ climber culture. Handle daily adversities and crises with ease. Tap on the power of positive placebo effect. [1 day]</p> <p>KRA-KPI e-Card PowerLab</p> <p>Competencies:</p> <ul style="list-style-type: none"> • KPIs, KRAs, and goal-setting • Life and time organizing <p>The two 1-card system that goes beyond all performance appraisals. [1-2 days]</p> <p>Papillon Metamorphosis Journey™</p> <p>Competencies:</p> <ul style="list-style-type: none"> • Metamorphosis and self change • 7 life areas, life goals, life dreams <p>A life changing 2 weekends + 3 months continuous coaching support. Balance your 7 Life Areas. [2 weekends + 3 months support]</p>	<p>Gold Mindset and Team Alignment PowerWorkshop™</p> <p>Competencies:</p> <ul style="list-style-type: none"> • Team building and mindset change • Communication • Purpose: vision-mission-values <p>Reach for the stars. S-T-R-E-T-C-H yourself and achieve the impossible! Go for gold! It is ChangeU's belief that without mindset change, greatness cannot be achieved. Align towards 1 vision-1 team-1 voice. Voted by many as their best cross-team building foundation workshop. [1-2 days]</p> <p>Diamond Leader PowerCamp™</p> <p>Competencies:</p> <ul style="list-style-type: none"> • 5th generation leadership roles • Soft skills and tools <p>Polish the raw "dinosaur" manager into a brilliant Diamond Leader. Learn the 5th Generation leadership tools, ideas, principles, skills, and multi-faceted key roles. [2 days]</p>	<p>CQ Leading Breakthrough Changes™ (why transformation fails)</p> <p>Competencies:</p> <ul style="list-style-type: none"> • Leading changes <p>Create CQ leaps (change quantum), establish change agents, and lead the whole change process. [1 day]</p> <p>Free Employee Ideas & 4 Thinking Roles PowerLab</p> <p>Competencies:</p> <ul style="list-style-type: none"> • Revolutionary & evolutionary employee ideas system • Innovation and greatness <p>Get 1 free idea from every employee per month! Re-invent your business, inspire entrepreneurship, innovation and greatness. Condensed from 30 years of MBA research [1-2 days]</p>
		<p>"Pointcow" Business Relationships Management System</p> <p>ChangeU is the <u>only</u> consultancy that can drive and measure performance and training. Backed up "Pointcow" Business Relationships Management System (Asia's No.1 and only) to manage-measure-drive-reward-archive. Any training/ KRA or KPI can be measured with a performance incentive campaign.</p>

Media acknowledgments

"We're talking about keener awareness, increased personal communication skills, and a greater understanding of human nature. We are talking about a **winning attitude**, which can affect an entire business."



The faithful say FireWalk can change your life. This is a dramatic way to train managers to harness the **power of the mind** — to be more focused, confident, stronger. They focus on that power and walk across hot ambers without feeling a thing. There's **only praise** for Asia's newest motivational technique.



In the new management paradigm, "**dinosaurs**" are out and Change Leaders are in. While the "dinosaurs" control and dictate, change leaders empower, coach, counsel their team, and adopt a win-win approach.



Success stories

With my 20 years of experience in HR in Asia, I have seen and run many training programs before, but ChangeU stands out from all the rest. You handled our China teams so well.

~ **Group HR Director, Coats China**
(Good People Management Award)

Excellent job. Our people loved it. They enjoyed the program so much that at the end they were reluctant to leave the room. The coach was full of energy and spirit.

~ **Director, Regional HR, GAP**

ChangeU is simply a compulsory for every new entrepreneur to be part of. It will normally take me 10 years to achieve this much — in just a few days coaching! I am very proud to say that I am a product of ChangeU.

~ **Executive Director, HezMedia Interactive**

I must confess that some managers were initially skeptical about having yet another management seminar but your unique dynamism enable faster learning while having fun. It's well worth the time and investment! I regularly hear my managers use many of your concepts.

~ **Managing Director, Eddie Bauer Int'l, Otto Group**

For the latest schedule, workshop outlines, our mindset coaching methods, and FAQs:

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a **ChangeU Center**

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ChangeU track record

☑ Top Brands/ FMCG/ MNCs

Amway
Cathay Pacific Airways, Swire Group
Coca-Cola (China)
Gap
Hutchison Whampoa
Nestlé
Procter & Gamble
Sime Darby
Sony

☑ Finance/ Banks/ Insurance

AIA
Citigroup
HSBC
Maybank
Public Bank
Standard Chartered Bank

☑ ICT/ Internet/ Telecom

Apple
HP
IBM
MDeC / MSC Cyberjaya
(Malaysia's "Silicon Valley")
Nokia
Wharf T&T

☑ Retail/ Trading/ Manufacturing

Chinese Manufacturers' Assoc.
7-Eleven/ Giant, Dairy Farm Group
DKSH
Mannings/ Guardian, Jardines Group

☑ Services/ Hotels/ Government

DHL
ExxonMobil
Hong Kong Airport Services
HK Jockey Club
HK Police Force
Sheraton Hotel

**"We're committed
to the
wholistic coaching
of the human spirit"**

*We believe that without mindset
changes, peak performance
cannot be achieved.*

*We boldly inspire breakthroughs
and greatness.*

*We value freedom, inspiration,
truth, magic, greatness, and
generosity.*

*We believe we can fly —
free from our fears to freedom.*

*We believe that we can reach
and touch the stars.*

*We polish the raw dinosaur
manager into a diamond leader.*

*We believe we can
climb to the top in life.
See you flying up in the sky!*

Robert Chaen



Robert Chaen, Founder-CEO

Robert Chaen is "**The Coach to CEOs & Celebrities**". He has transformed CEOs and managers in Coca-Cola, Apple, MSC-Cyberjaya, Cathay Pacific, Li Ka-Shing's Hutchison Whampoa, Nestlé, HSBC, AIA, Public Bank, Sony, and Nokia. His track record includes mindset coaching, leadership, marketing, creative, and branding.

As "The Father of Asia's FireWalking", he coached TVB celebrities (Cheng Yee-Kin) to walk on 650°C fire; and raised HK\$68M in the world's 1st live TV Charity FireWalk. He champions people to "pass-it-on" and to be philanthropic.



*The Tools of Fortune 500 Leaders
By Asia's No.1 Change Specialists*

Our proven track record

ChangeU is Asia's No.1 change specialists for business performance, transformation, and self change. Use the same tested ChangeU Tools of Fortune Global 500 managers — to create immediate breakthroughs daily. Established since 1990.

Our vision and mission

Be a bold inspiration for transformation and breakthroughs.

Be the no.1 change specialists in Asia-Pacific.