SEKOLAH PENGAJIAN SISWAZAHL PENGURUSAN
GRADUATE SCHOOL OF MANAGEMENT

Rujukan kami : UPM/GSM/ EDP/TONYBUZAN/09/01/04
Tarikh : 4 Januari 2010

NAMA SEPerti di LAMPIRAN

Y.Bhg. Dato'/ Prof. / Prof. Madya /Tuan/ Puan,

JEMPUTAN UNTUK MENYERTAI PROGRAM LATIHAN “UNLOCKING POTENTIAL-GOOD THINKING” OLEH TONY BUZAN

Sukacita saya memaklumkan kepada Y.Bhg. Dato'/Prof./Prof. Madya/Tuan/Puan bahawa Sekolah Pengajian Siswaazah Pengurusan (GSM) akan menganjurkan satu program latihan yang akan dikendalikan oleh Tony Buzan, seorang guru kaedah berfikir “Mind Mapping”, laitu seperti berikut:

Tajuk : Unlocking Potential- Good Thinking: How to Get More of It for Yourself, Participants and Trainees
Tarikh : 23 – 25 Februari 2010 (Selasa - Khamis)
Masa : 9.00 pagi – 5.00 petang
Tempat : Panggung Percubaan, Pusat Kebudayaan dan Kesenian Sultan Salahuddin Abdul Aziz Shah, Universiti Putra Malaysia

Antara lainnya program latihan ini bertujuan untuk membolehkan para peserta memahami dan mengurus prosess pembelajaran dan pemikiran bagi menjanakan hasil yang optimum. Untuk maklumat lanjut mengenai program ini dan juga penceramahnya, bersama-sama ini disertakan beberapa salinan brosur program tersebut.

Sehubungan dengan itu, saya bagi pihak GSM dengan sukacitanya ingin menjemput Y.Bhg. Dato'/Prof./Prof. Madya/Tuan/Puan dan beberapa penyarah dari pusat tanggungjawab Y.Bhg. Dato'/Prof./Prof. Madya/Tuan/Puan untuk menyertai program tersebut. Yuran penyertaan program ini ialah RM2,500.00 seorang. Namun begitu, kami juga menawarkan kadar istimewa RM2,250.00 seorang jika pusat tanggungjawab Y.Bhg. Dato'/Prof./Prof. Madya/Tuan/Puan menghantar sekurang-kurangnya tiga(3) peserta.

Memandangkan tempat adalah terhad, sila sahkan kehadiran selewat-lawatnya 28 Januari 2010 (Khamis). Untuk maklumat lanjut, sila hubungi Pn. Siti Badarny Hassan atau Cik Mageswary Salvarajo di talian 03-8946 7440/7441 atau melalui emel badarny@putra.upm.edu.my atau mages@putra.upm.edu.my.

Perhatian dan sokongan Y.Bhg. Dato'/Prof./Prof. Madya/Tuan/Puan dalam menjayakan program latihan ini di dahului dengan ucapan ribuan terima kasih.

Sekian.

“BERILMU BERBAKTI”

Yang benar,

[Signature]

PROF. DR. ZAINAL ABIDIN MOHAMED
Dekan

[Address]
Dekan
Faculty of Arts and Social Research

Dekan
Faculty of Business & Accountancy

Dekan
Faculty of Computer Science & Information Technology

Dekan
Faculty of Dentistry

Dekan
Faculty of Economics & Administration

Dekan
Faculty of Education

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Faculty of Engineering

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Faculty of Languages & Linguistic

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Faculty of Law

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Faculty of Medicine

Dekan
Faculty of Science

Dekan
Faculty of the Built Environment

University Malaya
50603 Kuala Lumpur
UNLOCKING POTENTIAL - Good Thinking:
How to get more of it for yourself, participants and trainees

TONY BUZAN
(The Guru of Mind Mapping)

| 23 – 25 February 2010 | Panggung Percubaan, UPM, Serdang | 9.00am – 5.00pm |

At the end of this 3-day training you will be able to:

- Understand and manage the learning and thinking processes for optimum results.
- Experience clearer thinking and increased concentration.
- Understand the learning process and discover how to enable your students to recall information.
- Achieve higher levels of creativity by identifying and tapping unrealised potential in you and others.
- Develop action plans for implementing new learning and taking control of your professional and personal life.
- Apply your sense of hearing to empowering your imagination and memory.
- Remember much better for examinations.
- Remember speeches without the need of a written speech!
- Remember lectures, presentations and instructions.
- Remember the essence and details of entire books.

WHO SHOULD ATTEND

This course is specially designed to benefit the following groups:

- Lecturers
- Trainers
- Coaches
- Human Resources Development specialists
- Anyone interested in developing their learning and thinking skills.
OUTLINE: BENCHMARKING CURRENT THINKING (3 days)

The Brain and its Capabilities
- Recent developments in brain research
- The left/right brain paradigm: Myth and Reality
- Spotlight on controversies
- Information processing in the brain
- Intellectual Capital as a source of competitive advantage

Improving Memory
- Memory misconceptions
- Developing the ability to retain and recall
- Steps for maximising your memory
- Improving access to your memory
- The power of Imagination and Association

Multiplying Organisational Brainpower
- Assessing present and potential skills levels within your organisation and your students
- Exploiting the brain's synergetic nature
- Improving mental abilities with age
- Respecting the mind/body connection
  Lessons from the Great Geniuses
- Outstanding figures from the Arts and Sciences
- Great minds from the world of business
- Learning from Da Vinci, Einstein, Edison and Bill Gates

Developing New Thinking Habits
- How thought patterns foreshadow success or failure
- Learning from Olympic champions
- Replacing negative thought habits with positive ones
- Amazing new insights on your brain cells and their functions
- Metapositive thinking in yourself and others
- Lessons for the leaders of today and tomorrow

Mind Mapping(R) The Ultimate Thinking Tool
- How Mind Maps increase memory, improve concentration and stimulate creativity
- Principles and rationale behind Mind Maps
- Mind Mapping applications
- Practice session

Mental Literacy as a Source of Competitive Advantage
- Understanding the brain's SYNERGETIC nature
- PERSISTENCE as a learning principle
- Mimicry and Association
- Intellectual Capital: The only source of organisational wealth
- Promoting a THINKING ENVIRONMENT in your organisation

Making Learning Stick!
- The most important graph in the world
- Recall During Learning
- Recall After Learning
- The role of 'failure' in the learning process
- The 'TEFCAS@ model: How your brain learns
- Overcoming learning plateaus
- The 'Success Myth' and how it prevents learning

Mental Literacy as a Source of Competitive Advantage
Tony Buzan was born on 2 June 1942. He graduated from the University of British Columbia in 1964, with Combined Honours in Psychology, English, Mathematics and the General Sciences. It was while at university in Canada, where his parents had emigrated during the 1950s, that Tony first developed the Mind Map concept. He lectured in Creative Thinking and Psychology at university before taking a Special Teacher post with the Inner London Education Authority, where he specialised in teaching children labelled as 'suffering from learning disabilities', 'delinquent' and 'gifted'.

Over the last 30 years he has travelled to all five continents, lecturing on the brain, the mind and learning, at the world's top schools and universities. He has also trained and acted as a consultant for the Fortune 500 companies including Microsoft, IBM, Walt Disney, Encyclopaedia Britannica, Barclays International, British Telecomm, The Royal Mail, Goldman Sachs, Oracle, The Liechtenstein Global Trust, HSBC Bank, and many more.

In April 2009, Tony Buzan was appointed an Honorary Fellow of the Academy for Leadership in Higher Education, under the Ministry of Higher Education in Malaysia, an Award which was given in the presence of 250 of Malaysia’s top educational functionaries, including politicians. Later in the month of April, Tony was officially announced as the first Thinker in Residence at Wellington College, one of England’s leading schools in the development of both Mental Literacy and multi-intelligences educational programmes for the students. Starting back in February of last year in Singapore, he was awarded the Lifetime Achievement Award for Creative Thinking and Contributions to the Global Development of Creativity and Innovation.

As recently as June 2009, Tony was also appointed a Founding Member of the Inaugural International Board of Advisors to the Universiti Putra Malaysia, one of South East Asia’s three top universities. The appointment was specifically designed to guide the Graduate School of Management (GSM) in establishing a unique role globally, with regard to Creativity and Innovation.
COURSE FEES*/PAYMENT METHODS

- Regular rate: RM2,500.00 per participant.
- Special rate for 3 or more participants booked *at the same time from the same organization and of the same billing source*: RM2,250.00 per participant.
*Course fee includes refreshments, lunch and teaching materials.

Kindly note that payment is to be made via:

i. Cheque or bank draft. All crossed cheques/bank draft should be made payable to **Bendahari, Universiti Putra Malaysia**.

ii. Direct payment – Account number: **1215-0005004-05-0**. Bank: CIMB Bank Berhad (Receipt of the payment is to be furnished to GSM).

*All crossed cheques/bank drafts/receipts of direct payment are to be sent to:

**Graduate School of Management,**
**Universiti Putra Malaysia,**
**43400 Serdang, Selangor**
(Attn: Ms. Mageswary Salvarajoo)

Note:
- If a registered participant is unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 3 working days prior the training. Regrettably, NO REFUND can be made for cancellation.
- The organizer reserves the right to make any amendments, cancel and/or change the programme, speaker, date or venue if warranted by circumstances beyond its control.

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**YES, REGISTER NOW!!**

Please register the following delegate(s) for this training entitled “UNLOCKING POTENTIAL - GOOD THINKING: How to get more of it for yourself, participants and trainees” by Tony Buzan (23-25 February 2010)

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**Booking contact (Approving Manager):**

Name: ...................................................
Designation: ...........................................
Department: ...........................................
Organization: ...........................................
Address: ...............................................  
Telephone& Fax: ....................................  
Email: ...................................................

Please complete the registration form attached and return to us with the payment before **28 January 2010**.
For further information, please contact Puan Siti Badarny Hassan or Ms. Mageswary Salvarajoo at:
Tel.: 03-8946 7440/7441  | Fax: 03-8943 4019