



CATALYST

January 2007 Issue

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January, 2007

Introduction to The Pacific Institute –

Since 1971, The Pacific Institute has been an acknowledged leader in the field of performance enhancement, with a process, supported by scientifically-validated and internationally-proven programs, that address the very foundation of all human action—human thought.

Quality improvement processes are only as good as the foundations upon which they are laid. If the foundation is flawed, then the process becomes ineffective, and a waste of valuable time and limited resources. By driving down to the root cause issues that prevent organizational improvement, and providing solutions to those issues, The Pacific Institute assists individuals and organizations to reach consistently high levels of performance that are maintained and regularly surpassed.

Education offered by The Pacific Institute's program deliveries are based on research, from the fields of cognitive psychology and social learning theory, conducted by such respected luminaries as Dr. Albert Bandura of Stanford University, and Dr. Martin Seligman of the University of Pennsylvania. By coordinating our consulting, survey and facilitation services with specific programs and support products, we partner with our clients to achieve the targets and goals vital to their continued success—targets and goals determined by the organization itself.

Whether your organization is large or small, The Pacific Institute has a variety of options available to you, all aimed at optimum achievement. Smaller groups may option for specialists of The Pacific Institute to facilitate the training, while larger groups have the option of being trained to implement the programs to themselves thereby saving valuable time and resources.

This integrated root-cause approach, which provides the necessary tools for all management, organizational and business performance improvement solutions, is your best advantage to meet the challenge of improving the way you do business.

"As a leader inside the U. S. Government, being able to bring these concepts to others is the best thing I've ever been involved with. If I had the power, I would cause every new leader who comes into the government to have The Pacific Institute's training."

—General Patrick M. Hughes, USA (Ret.), Former Director Defense Intelligence Agency

January, 2007

From the Desk of Lou Tice – Chairman, The Pacific Institute, Inc.

This is an exciting time for The Pacific Institute, as we embark on the adventure of bringing our programs and services to India, through our new office in New Delhi. I thought that this might be a good time to give you a little background on The Pacific Institute, the work we have done around the world and our goals for the Institute in India.

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This integrated root-cause approach, which provides the necessary tools for all management, organizational and business performance improvement solutions, is your best advantage to meet the challenge of improving the way you do your work. By implementing these programs and processes, you put your organization at the leading edge in your quest for excellence, whether they be manufacturing, finance, education, customer service, government or the military—indeed, in any area.

For many individuals, a population of over a billion people, like India, might seem a daunting proposition. However, in the last four decades, The Pacific Institute has helped millions of people in all kinds of organizations, all over the world, to unleash the human potential that has allowed for tremendous change—cultural and bottom-line.

We are looking forward to the opportunity to work in one of the most vibrant, dynamic countries on Earth. Personally, I am looking forward to my first visit to India, to soak up the culture, history and your vision for India's future.

Lou
Chairman, The Pacific Institute, Inc.

Tice

January, 2007

Igniting Innovation – The CGN Way

As India marches towards her unique place in modern history, the new "openness" that characterizes much of Indian business has created some unique challenges; chief among them, global competition. The very competition that keeps our CEOs awake at night, is however the key to success. As, Gurucharan Das, in his book, *India Unbound*, states: "a nation's prosperity grows out of its industries' ability to gain competitive advantage in the global market, based on technological superiority and the skills of its workforce."

At the heart of competitive advantage, however, is innovation – in products and services, and in thinking. And innovation is fundamentally tied to the unleashing of potential of the people who work within our organisations and who live in our communities.

At CGN & Associates (The Pacific Institute-India's parent company), we foster innovation in our work with some of the world's most admired brands. Through our expertise in product innovation, deep industry & process insight (especially in the manufacturing and financial sectors), and our key partnerships with world-

renowned organisations like The Pacific Institute in the field of Human Capital Excellence, we help leaders & organisations compete and win in the global marketplace.

A few years back I was exposed to the curriculum of The Pacific Institute, and its dynamic founder, Mr. Lou Tice, and was instantly struck by the simplicity of his teachings and his practical applications that positively impact culture and performance. The fundamental precept behind the education of The Pacific Institute is the fact that thought precedes all human action; and if we can effectively corral the power of human thought, there is nothing we can not accomplish.

His Excellency, The President of India, APJ Abdul Kalam, in his book, Ignited Minds states, "Thinking should become your capital asset, no matter whatever ups and downs you come across in your life."

The Pacific Institute's elegant & practicable methodology (solidly grounded in the latest research in the cognitive sciences) teaches individuals how to ignite the power of the mind, to create tremendous growth and success.

As India innovates its way into the history books, we at CGN and TPI-India, are well positioned to help individuals and organisations realise their elegant dreams.

What elegant dreams can we help you realise?

Kris Arvind
Managing Director, The Pacific Institute - India

January, 2007

People Inside Build Brand Outside

After days and months of sweat, agony, and debate, the brand plan eventually takes final shape. The brand management team has addressed every conceivable question and argument to decide what its brand stands for, what's unique and credible about it, what's its identity, and what the brand's personality and image would be and so on.

The action then shifts to the marketplace, and targeted communication activity begins using relevant media vehicles.

Of course, television is what most marketers and advertising agencies are obsessed with today, and not surprisingly much of their effort, time, and money go into this mass medium. The execution in other media vehicles is usually an adaptation of the television idea or an afterthought, but that's another story.

Amid all this excitement to communicate to the world at large, the brand's story is usually not communicated in adequate measure to a good many audience groups within the company. These internal audiences are more likely to be engaged in a two-way dialogue with the brand's end-users or customers. Therefore, nothing can be more critical in making or breaking a brand's reputation than the quality of such face-to-face transactions.

How can the rest of the company and its influencers learn about the brand's stance and its promise? How and what should be the tone and conduct of the brand? How is it to be delivered?

However fundamental it may sound, this has been no small task to successfully implement—especially for large, decentralized, multi-location organizations. But the importance of it has not been lost on good brands that have benefited immensely from doing a great job of 'Branding Inside'.

In a study of sources of brand favorability, Shell Oil found that the interaction and conduct of company employees had the greatest impact on the brand's favorability. Brands such as Virgin, McDonalds, Southwest Airlines, and Starbucks have ensured that their frontline people are trained and 'Brand Ingrained' to deliver best the 'Moments of Truth'.

The lessons from such internal branding-driven organizations and their success stories are simple — probably too simple for brand owners to take them seriously! That's where the problem lies. Think about in your case, when has the CEO/senior management addressed the company employees at a town hall meeting to espouse

and champion your brand's new campaign or initiative? When have your colleagues in the so called “non-marketing” functions such as production, logistics, purchasing, or accounting got to participate in the glittering brand launch? Do your employees believe in your product and the services that you offer? Did the sales team get to know the emotional facets of your brand program, apart from a comparative price & features analysis with competitor brands? In Sum, Are they living your brand?

Just as efforts to build an emotional link with consumers in the market place are critical, similar emotional bridges need to be built among key audience groups within a company.

How can we begin the internal branding campaign within your company?

- **Step 1: Shared Beliefs and Values Create the Corporate Culture**
The Leadership Team sets an example to ensure that the beliefs and values of your company internally and externally are in sync.
- **Step 2: Keeping the Brand Promise**
Aligning employee recruitment, appraisal, and reward systems with the criteria of brand deliverance. Seeking out the right skills and aptitudes that represent your brand promise.
- **Step 3: Living the Brand as Second Nature**
Using integrated communications to reinforce and explain the values and behaviours that reflect your brand values in thought and action.

Enthusiastic employees spread enthusiasm to the brand's customers and weave the brand magic inside as much as outside. If internal customers including employees don't get the brand's story, neither will the brand's customers in the marketplace.

The truth is branding starts from the inside out.

"All meaningful & lasting change starts from the inside and works it way out" – Lou Tice

S. Suresh Kumar
Vice-President, Marketing & Business Development, The Pacific Institute – India

January, 2007

What Our Customers Have to Say

Chennai, December 2006

“Learning curve begins....”

– A Rajaraman, Sundaram Clayton Ltd (TVS Group)

“It was an eye-opener where we paused in life and looked inside us”

– Paul K Jacob, Director, Modarch Consultants

“A Truly good program, a must for corporate organizations”

– T M Gopal, Director – MDP, Loyola Institute of Business

“This is one of the wonderful courses that can help to improve every single part of life”

– K Srinivasan, SRA Systems Ltd.

“Well structured, very effectively facilitated, interesting and a thought provoking program”

– J Padmini, Trainer & Consultant

“The curriculum is very much practical and required for all who can make a change in their organization”

- V Umopathy, Sr. Manager, Tata Teleservices

“Personally, it has given me time and opportunity to sit back and look at the state of my personal and organizational life and has given me the motivation and hope that some aspects can be greatly improved for the overall well being”

– Director, Showspace Solutions

“We know we can change and achieve to a large extent. But because of our poverty of beliefs, visualization and motivation we don’t achieve what we are capable of”

– Fr. Emmanuel Arockiam, Professor, Loyola Institute of Business

“Transforms the thought process. Gave insight into the sub-conscious mind”

– M S Ravikumar, Sr. Manager, Sundaram Clayton Ltd. (TVS Group)

“Useful program to motivate self and one’s team to achieve goals effortlessly and with a SMILE”

– Col. Jason Peter

“Thank you Pacific Institute for putting things in perspective”

– Sriram Girish, Falcon Air Services

“Gave me a clear vision to dream big and path to help me get there”

– P Jothiramalingam, Managing Director, Abinava Aluminium

“A whole new world of thought, opportunity, potential and change in my beliefs have been opened up to me”

– K Sriram Srivatsan, SRA Systems Ltd.

“This curriculum has brought out the ‘best in me!’”

– P M Ganesh, Sr Manager, TVS Lucas

“Learned a lot which will be useful for me and the organization. Very much charged after this program”

– Thomas Kadavan, HR Head, AVT McCormick

“Scotoma...Scotoma...Scotoma”

– M Mayavannan, Consultant, TCS (Tata Consultancy Services)

“I can feel the ‘smile’ in me getting wider, the ‘leap’ in my walk getting higher, the weight on my shoulders getting lighter. I can already see the new ‘ME’ “

– Latha Menon, Director, Iris Films

[New Delhi, December 2006](#)

“The Program has really been an empowering experience. It has helped me to pause, reflect and renew myself for achieving greater milestones at work and in my personal life”.

– Dr. Suneeta Singh, Dy. General Manager, NTPC Ltd., Noida

“I never thought the workshop would be so exciting, interactive, and knowledge packed! It has been great learning exercise for two days.”

“Nothing is impossible. We have large potential and the need is to set goal, create potential within oneself through a scientific thinking process.”

- Mr. B L Jain, General Manager (Internal Audit), GAIL India Ltd

“Best Curriculum to open the close mind”

- Mr. Jitender Singh; Zonal Manager, Molekule India Pvt Ltd., New Delhi

“Awesome; Opened the mind. It made me realize and utilize immense potential in me”.

- Mr. Abul Hashim; Training Officer; HDFC Standard Life Insurance Co. Ltd., New Delhi

“IT Was Unique.”

“Be ‘Bigging’ People.”

“Life is Easy, provided you are tough”

In Hindi: - “Vo Subah Kabhi Tho Aayegi”

- Mr. Vijay Dube, Principal, Punjab National bank – Training Centre; Faridabad

“A Promising Program That Provides Fantastic Results Immediately.”

- Mr. Shyam Sundar, Head – International Business, TEAC Corporation, Japan

“I feel all is worth – but the affirmations & experience of the faculty is great.”

By sharing one’s belief and taking the focus to once place can change the entire goal and one can be successful.”

- Ms. Deepika Kapoor; Head – Corporate Training; HCL Limited, Noida

“Every human in him is a Leader in what he thinks. It need no start from the very top.”

- Mr. Hadrine Pereira, Asst Manager; CGN IT Services Pvt Ltd, New Delhi

“This curriculum helps a person to realize ‘Self’ and get into new mode to explore and reach the new heights of success.”

New Delhi, January 2007

“Workshop is good, informative, and also guides you through both at personal life as well as corporate world”.

- Mr. Khekiho Yeptho, Manager (PTS), Indian Renewable Energy Development Agency Ltd, New Delhi

“Got new clues to explore ourself.”

- Mr. P K Pande, Senior Manager, Indian Renewable Energy Development Agency Limited; New Delhi

“It is a ‘Life Changing’ seminar. Given the opportunity I will surely like to attend the four days seminar”.

- Mr. Kamal Dewan; Trainer, EX - Punjab National Bank, New Delhi

“A nice program to discover your goals and methods to achieve them with full clarity. Made my VISION more clear, though still need to work on how to achieve it. Very helpful session. Wishing The Pacific Institute all the best.”

- Ms. Gulsheeb Kaur Oberoi, Infovision Group Pvt Ltd., New Delhi

“The program was really thought provoking. It gave new insights to one’s own self. One can reinvent. Thank you for the opportunity.

- Ms. S G Padmavathi; Coral Telecom Limited. Noida

January, 2007

Lou Tice Visits India

On behalf of CGN & Associates, Inc. – Business Performance Consulting, we are glad to invite you to a leadership seminar addressed by Mr. Lou Tice, Chairman of The Pacific Institute, Seattle, USA. Lou is an internationally recognized authority in the application of research in the cognitive sciences to the challenges facing organizations today. The central theme of his talk is: Building Constructive Leadership and Creating Cultures of Excellence.

This interactive learning session with Lou Tice will help you gain critical insights in to key areas of your organization, providing you with powerful new approaches to take your organization to the next level of performance. Participation is particularly recommended for top / senior level executives responsible for creating an ethos of excellence within an organization or a community.

The events in Delhi are sponsored by the Indian Institute of Public Administration (IIPA) and ASSOCHAM; the event in Chennai is sponsored by, and held at, the Indian Institute of Technology-Madras (IIT-M) and the Madras Management Association (MMA).

Event/Venue Details:

New Delhi –

- Feb 05, 2007, 6-8 p.m. (followed by dinner), in association with ASSOCHAM
- Feb 06, 2007, 10:00 a.m. – 1:00 p.m. (followed by lunch), in association with Indian Institute of Public Administration (IIPA)

Chennai –

- Feb 08, 2007, 6-8 p.m. (followed by dinner), in association with IIT-Madras and the Madras Management Association (MMA)

About CGN

www.cgn.net

CGN is a private, global business performance consulting firm with a presence in the USA, China, India, Netherlands, and United Kingdom. We are performance partners with some of the world's most admired corporations and work with their business leaders to help them compete in the global marketplace. We do this by creating adaptive business models—continually enabling them to respond, innovate, and lead through solutions derived from our non-traditional approaches to management consulting.

About The Pacific Institute and Lou Tice

Since 1971, The Pacific Institute (TPI), an acknowledged and world-renowned leader in the field of business performance enhancement, has been dedicated to teaching people the science of success. TPI has a worldwide reputation as a leader in highly effective leadership & self-development programs, supported by scientifically-validated research in cognitive psychology and human development. TPI's programs and curriculum have inspired and helped not only corporate leaders, heads of states, Nobel Prize winners, military commanders, and other influential individuals, but also millions of people desiring better personal, professional, and organizational lives. TPI has operations in 62 countries on 6 continents with programs translated into 16 different international languages.

Lou Tice's experience in working with Fortune 1000 companies spans over 35 years. When working with organizations, Lou translates his message into practical applications that impact corporate culture and group performance. He is a much sought after speaker because his practical approach and commitment to high performance. Some of Lou's recent presentations and speeches have been at: The Young President's Organization (YPO); Manchester Leadership Seminar; Ford Top Volume Dealer Meeting; Caterpillar IS World Managers Meeting; U.S. Attorney's Gang Initiative Summit; Guatemala Ministry of Education, among many others.

About The Pacific Institute | India

A CGN Group Initiative

www.tpi-india.com

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