

## Registration, Fees, Terms & Conditions:

Workshop fee: 4,500:- SEK/person (+VAT) Includes full-day workshop, workbook, lunch, coffee/tea & fruits during breaks.

Payment: A payment of 50% of the workshop fee is to be paid at time of registration. Unless otherwise agreed, the full remaining payment must be received no later than 15 days prior to workshop begin. Please make payments with date of workshop, name of payee/participant, and telephone number to: Zero Aeons AB, Bankgiro: 5693-6917 (for international participants please request bank details).

Workshop Cancellation Policy & Liability: In the event of the workshop being cancelled by Zero Aeons, the entire registration fee will be refunded to the applicant thereby releasing Zero Aeons AB from any liability. Cancellations up to 2 weeks prior to the workshop receive a refund of 50% of the fee. Cancellations two weeks and less prior to workshop begin will not receive any refund.

We reserve the right to possible changes and amendments without notice to this program.

**Please Note! The number of participants is limited; please send your application at your earliest convenience. Applications will be treated on a first come basis and are binding.**

Registration/Application (Please send by mail or fax)

Full Name: \_\_\_\_\_

Company: \_\_\_\_\_

Position (title): \_\_\_\_\_

Full Address: \_\_\_\_\_

Tel., fax, mobile (cell): \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Special Requests: \_\_\_\_\_

Please register me for the "Aeons Potential & Performance" workshop in Stockholm, Sweden. I understand that registrations will be handled on a first come basis and that participation is guaranteed only upon receipt of payment as detailed above.

I agree with the terms and conditions above (check box).

\_\_\_\_\_  
Place, Date, Signature, & Name (in block letters)



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## Performance & Potential

Defining the Ultimate Goal.

slow down,  
**Stop,**  
be silent,  
**Reflect,**  
(ask),  
**& Listen.**  
to yourself.

II

An interactive full-day workshop for  
**executives, project managers, and**  
**entrepreneurs** about effective  
communication and clear goals using the  
"Leadership Diamond™".



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*A Vision without a Task is but a Dream  
A Task without Vision is Drudgery  
A Vision and a Task is the Hope of the World.*

*- from a Church in Sussex 1733*

### Where do I want to be?

What keeps us on the treadmill of life? Stop and ask yourself; What are my choices? What are the criteria which define a worthy Goal? How do Goals help me go forward? What will it feel, taste, and look like when I genuinely live my goal? Perhaps you are already there.

In this workshop we introduce the “Leadership Diamond™” by Peter Koestenbaum, and use it to discuss the elements and characteristics of balanced goals. The four corners of the Leadership Diamond represent the elements of Ethics, Vision, Courage, and Reality. How do we create a balanced diamond? How do we join our pragmatic skills and competence with personal Authenticity?

The aim of this workshop is to help you define your goals for a meaningful and fulfilled lifestyle, both at home and at work.

### Topics:

- Passion as a driving force in business and life
- Power of focusing, and how you can apply it to life.
- The connection between harmony, creativity, and profitability.
- The Diamond metaphor in Personal Development
- The Leadership Diamond™ (Peter Koestenbaum)
- Pragmatic Skills and Authenticity.
- Creating the conditions for long-term success and happiness

### Method:

- Interactive lecture and short case history analysis
- Presentation of Goal-oriented literature
- Individual and group exercises
- Individual and group Mentor Coaching (optional follow-up)

### Practices:

- Change Management - break unproductive patterns
- Conflict Management - thru language and behavior
- How to integrate and maintain new insights

### Results you can experience from this workshop:

- Improved performance through clear goals
- Increased productivity through realization of hidden potential.
- Empowering individuals and teams by focusing on trust, respect and cooperation.
- How increased awareness contributes to improved balance and focus on essentials.

As an entrepreneur **Christer Söderberg** has developed an intimate relationship with the multiple aspects and interdependency of international business. Christer



started and managed a NGO coordinating humanitarian aid during the war in Bosnia, managed a telecom product design company based in Hong Kong and as Director of a Swedish multinational in Brazil, established the industrial products company in six South American countries. Christer has lived in nine countries and speaks the languages of seven. During the siege of Sarajevo, he lived 100 meters from the front line (and realized that he was also the enemy). He has seen street urchins smile in the midst of poverty and experienced first hand the differences in culture and working conditions on four continents. Christer shares his experiences as a coach and mentor in personal development and international business development.

Increased awareness of individual potential plants seeds for long-term success. Christer's coaching and workshops help awaken the hidden potential in individuals, creating new perspectives on cooperation and personal development. Increased focus and balance help provide a strong base for individual and corporate growth.

(\*) Christer is trained according to International Coach Federation (ICF) accreditation standards and guidelines for a Certified Coach and subscribes to the ICF pledge of Ethics and Standards of Ethical Conduct. Christer is a certified axiologist by Profiles 4 professionals in Scandinavia AB ([www.pro4pro.se](http://www.pro4pro.se)) and licensed in the Leadership Diamond by the Koestenbaum Institute, Stockholm. (Folder version: 21 april 2007.)