

# OWNERS

How can next generation business leaders of midsize family businesses quadruple innovative excellence and global age of exportability on fast track basis?

How can they acquire mastery on four-dimensional thinking, to create four times the growth and four times the profitability?

How can they become the next generation family business icons of future?

**WATCH LIVE DEBATES: 12 HOUR MARATHON  
25 PANELISTS FROM PAKISTAN AND 25 PANELISTS FROM OVERSEAS  
COMPLIMENTARY ACCESS – FULL PROGRAM**

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A  Company  
**OCTARA**

  
**EXPOTHON**

## Expothon Strategy:

Imagine if 10,000 second generation business families were to mobilize their new next generation leaders as a new force to create new mid-size business empires as a new economic force in Pakistan ...it can be done. Other nations have done it.

The biggest national hidden treasure of Pakistan is its next generation of hidden business entrepreneurial talents. Waiting for deployment is the next generation of family business leaders; this talent is readily available, massively un-tapped, un-discovered, and un-commercialized and is anxious for mobilization

Expothon is an exclusive partnership with Octara, a division of TCS Pakistan. It is presenting a special series of programs for the owners of mid-size business and for their current and next generation leaders to prepare the advance skills so critical for global age expansion. Five events for owners of mid-size enterprises have already been announced

**WATCH LIVE:** In addition, a 12- hour non-stop, all Pakistan debate with 30 local personalities and dozens of international invited business experts will explore today's critical formats for global market success. We will raise the bar on these topics and seek clarity with mobilization and deployment strategies.

Is this super speed synchronized action of Expothon Strategy 10 years ahead or are we already 10 years late? Step into the future and discover what Pakistan can accomplish. Get your free access to watch twelve hours of success ideas in the comfort of your homes or offices on your mobile devices at [www.expothon.com](http://www.expothon.com)

Friday, September 7th, from 12 noon to midnight –  
Live Broadcast from Ramada Plaza, Karachi –  
Complimentary Access Worldwide  
On Stage Invited Guests Only

Following the Octara Debates, the Quadrability events are planned in four cities...The main program Quadrability is explained here and how it will increase four times the leadership performance and possibly create four times the growth.

**QUADRABILITY:** A marathon of four-dimensional thinking that is calibrated to quadrupling growth via superior understanding. It will multiply exportability and instruct excellence that will transform business owners and next generation leaders into global age experts. This transformation happens at a quick, repeatable pace and creates new windows of thinking at a higher level of execution and organizational management.

## RESULTS: FIVE DAYS OF TRAINING = FIVE YEARS OF EXPERIENCE

Just think, in five days The Quadrability Formation methods creates more business strategies and decision-making opportunities than most participants would encounter within the next five years. The Quadrability Formation lays a solid foundation for new global age thinking and execution through The Five Pillars of Global-Age Transformation:

\* Global Age Exportability: What's really stopping a high potential enterprise from expanding to dozens of new countries? This new thinking can multiply growth, exports and profits as it brings global customers closer.

\* Global Age Thinking: What will it take to re-organize and operate as multinational organization with little or no extra costs? You can easily discover how to use cost reduction strategies and free expansion approaches to reach unlimited markets.

\* Global Age Business Modeling: Why are businesses not using powerful 'soft power assets' in order to maximize results? Quadrability concentrates on how to optimize and integrate soft power assets and overlay currently available hard asset centrality.

\* Global Age Execution: What's keeping high potential businesses from taking advantage of the increased momentum and velocity of new options to operate? Your business can achieve what normally takes 365 normal days in only 365 dramatic hours.

\* Global Age Prosperity: Why are businesses not taking advantage of commanding opportunities for new funding? Businesses can become magnets of prosperity with new revenues, new funding, and new alliances.

How is this done? These five days are not about boring lectures or classrooms, not about sitting, and taking notes; this is all about discussing, engaging, and testing your skills sets. It is about quick thinking and on and your feet rapid problem solving and decision making. This is "real" situational opportunities with non-stop tactical engagements.

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This is all about performance, just performance! It is all about how you articulate your points of view, how you frame your strategies, how you deploy your teams, and how you battle difficulties. It is about how you win, why you lose, how you acquire new skills, how you practice and practice again, and again, and how you can continually win. It is about how to become a Master of Image Supremacy Protocols of Innovative Excellence. It is about how you lead in this complex global age and how you react to problems in real time.

Why this style of free-flow entrepreneurial thinking and training so different?

**FIRSTLY:** In a Quadrability Formation, each and every single participant will debate and engage in tactical issues, strategies and decision making. Each day will be filled with individuals in team formations articulating ideas and debating to win or lose tactical engagements, while acquiring real experiences in strategic decision making with real action and in real time. Participants will self-discover their hidden talents and improve their skills with non-stop dynamics and repeated practice opportunities over the five days

This deluxe program is for deluxe minds and is specifically designed for those business women leaders facing complex global age business expansion and profitability challenges. It will also center on learning methodologies to enable national and global alliances. They will create balanced global age models, packed with value creation and image positioning that will attract new funding for strategic expansion.

Quadrability formats strengthen confident communication on business affairs that leads to enterprise excellence and global reaching performances. Quadrability builds real pragmatism and innovative thinking and increases speed in making superior decisions via solid deliberations. Quadrability executions help realign leadership roles that lead to more collaborative and global age savvy working relationships and unlimited global out reach

**SECONDLY:** Quadrability creates new thinking that will identify high potential opportunities for global age expansion. This thinking adds to Business Expansion Readiness. The Quadrability Team continually challenges participants in ways that lead to new thinking and the program leads to showcasing personalities and leadership for better global positioning

**THIRDLY:** The program allows discussions and free flow of hundreds of new ideas and puts the finishing touches on opportunities to increase funding opportunities. Your businesses may be already innovative but lacking in massive commercialization? The businesses are managed by over qualifications but seriously lacking business directions? The businesses have many campaigns but the results are often without mega punch? The businesses are performing, but why are they not magnets for new funding and growth? Answers to difficult questions will open new doors.

**FOURTHLY:** What new opportunities can the program add? The top nine most difficult transformational challenges will be addressed, understood, and made ready for implementation? How can businesses capitalize on them and use them to create high quality products and services to maximize global export potentials.

Entrepreneurs: Why is classroom trained business education now considered of little or no value? Alpha-dreamers: Why are two billion smart and well-connected alpha-dreamers being neglected? Technocalamity: Why is the overflow of almost free technology so feared and not taken advantage of? Population-Rich Nations: Why will population rich nations take over knowledge rich nations? Award Nights: Why do plastic award nights remain dormant for the remaining 365 days? Micro-Power-Nations: Why are super power nations challenged by micro-power-nations? Conference Models: Why are typical lecturing conferences models becoming obsolete? Collaboration: Why is global collaborative synthesizim so underutilized? Diversity: Why are diversity, entrepreneurialism and women power considered threats?

**FIFTHLY:** What new strategies will the program add when the top three critical national performance challenges are understood? How can new opportunities be framed around this?

Why can't Trade Associations become 24-7-365 and perform like global marketing machines? Why can't export hunting groups operate at 24-7-365 with high value global performance levels? Why can't government's economical programs become 24-7-365 superior command and control?

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The time to change has already passed; the time to mobilize and revolutionize has started.

**CERTIFICATE PROGRAM:** upon successful completion a Certificate of Participation is issued

## Who needs Quadrability?

Quadrability is for those businesses and next generation leaders who are already fully aware of their growth potential. It is for those men and women entrepreneur leaders with visionary ideas who are ready to deploy, but are unable to connect the right dots. This is a clear cut and bold agenda to support, to collaborate and to dramatically unleash the hidden power of women entrepreneurs in Pakistan. It will also open collaborative alliances within selected countries of the world.

Fact: The world can easily absorb unlimited exportable ideas in unlimited global markets. Fact: The well-designed innovative ideas are worthy of such quadrupled volumes. Fact: The entrepreneurial and dormant talents of a Nation are capable of such tasks. Fact: The new global age skills and execution are missing links for expansion and excellence.

## Quadrability Methodology:

Our highly pragmatic and proprietary methodology includes a multi-dimensional approach which leads to sharper understanding of Image Supremacy Protocols on Innovative Excellence. The step-by-step, very intense combative methodologies are accomplished through the training set-up and include:

We only have 60 participants in each event divided into four teams

**FOUR teams,**  
**FOUR Master trainers each with 15 participants.**  
**FOUR Moderators each assigned to a team.**  
**FOUR dimensions of Image Supremacy Protocols.**  
**FOUR battles, debates and discussions**  
**FOUR graduated transitions of new team daily.**  
**FOUR Days of Tactical Formations.**

All teams engage simultaneously in one large hall – all with real time interactions with Certification, Summarization, and Finalization on the 5th day. These simultaneous and interactions are new global-age learning for new global-age leadership.

**THE FIFTH DAY,** is reserved for all participants to book and select one-on-one personal discussions with Coaches of their choice to fine tune their understanding, acquire a higher level of engagement, and develop plans for implementing ideas generated for success.

## IMAGE SUPREMACY PROTOCOLS

Quadrability and Four Sectional Teams--covering 14 dimensions of Image Supremacy Protocols Each Participant becomes a rotating member of each team for a full day and transferred to another team the next day.

### TEAM ONE ...focuses on the following strategies

Hierarchy of Ownership: Entrepreneurial thinking measurable in progress towards execution with specific rewards  
Hierarchy of Operations: Execution styles and delegations of authority and clarity to achieve innovative excellence  
Hierarchy of Value Creation: Extreme value creation to ensure distinction in the local and global market place  
Hierarchy of Image Generation: Extreme image generation to get the national or global spotlight

### TEAM TWO ...focuses on the following strategies

Sphere of Innovation: Exploration of the center of gravity of innovative leadership to deploy for maximum benefits?  
Sphere of Marketing: Definitions of new global age marketing and how to stay afloat in global cyber branding?  
Sphere of Promise: How can the delivery of the promises supersede expectations?  
Sphere of Finance: Avenues to discover river flows and dams of funding that provide unlimited growth

### TEAM THREE ...focuses on the following strategies

Dimensions of Nomenclature: Road maps that will clarify too many or too little existing name brand identities  
Dimensions of Expansion: How limitless is expansion? How far one can see and how far can one go  
Dimension of 24-7-365: How well are the key operations performed round the clock with fascinating ease

### TEAM FOUR ...focuses on the following strategies

Dimensions of Digitization: How massive miniaturization, portability and massive compression of data will play out?  
Dimensions of Customers: Who is buying and who is selling--the art of sales and advancements?  
Dimensions of Teams: How are teams build; how do they perform and what are the challenges?

**The Costs:** Typical cost to bring a faculty of eight international coaches for five days would easily cost PKR one-crore; here Octara is selecting only 60 participants at a very special introductory PKR 3 Lakh each. If an enterprise used only one good idea from this program, it could easily result in many crores in additional value.

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Imagine if 10,000 second generation business families were to mobilize their new leaders as a new force in Pakistan

Fact: In the next 1000 days we arrive at 2020 where new worldwide processes of block chained-economy starts eliminating some one billion white collar office workers. In a further 3650 days China becomes the world's largest economy.

Global shifts of image supremacy start opening brand new doors. This creates fertile grounds for new debates and global age discussions that will give confidence to local entrepreneurialism.

Fact: every night, when we fall asleep, three quarter of the world is wide awake; churning, consuming, producing and dancing in its glory. The new hyper accelerated world is spinning without waiting for any one person or one mighty nation. This creates the natural need for speedy deployments and executions. These non-stop markets are available and waiting to be tapped.

Entrepreneurial Competency Quotient: Today's hyper accelerated new global age is not the "highest intelligent quotient" driven, but rather "entrepreneurial competency quotient" centric. This is where innovative thinking and global age execution styles engage into collaborative synthesizim for superior quality trading. This erases the old classroom passive knowledge models of sluggish bureaucracies based on fears, insecurities and shared dogmatic confusions. A brand-new world is wide open to smart leaders and smart nations.

## **The Quadrability of Profitability**

So, finally, what's quadrability, why four-dimensional thinking and execution creates better environments for four times the growth and four times the profitability is now explained here.

We ask tough questions so that you can face the hidden realities of today and offer new thinking to assist you with your ideas, bringing you closer to your pending success. But are you ready to double your operations? You already know this will not happen by hard work alone. Smart work and new approaches are needed. So how will you discover the creative balance and where and when will you start? By the time you double your operations who will lead your organization; you or the leaders of the next generation? How prepared are you to face the new global age and how well trained are your new next generation leaders for long term strategies? Where can you find satisfactory answers; where can you test your skills and how can you create a confident understanding as you move forward into the future?

Quadrability events are designed as combative tactical battlefield training of five days, designed to create toughness and smartness to execute and deploy bigger ideas and organizational goals with confidence.

If you are an owner of a mid-size -enterprise, with 10 times the growth potential, but are somewhat stuck in the coming years without four-dimensional thinking, execution and deployment, the old models will keep you stranded. What are you going to teach your next generations on how to lead and grow? You already realize that models from yesterday are becoming a burden today as we move into future and now is the time to plan for the future.

What you learn in five days, is how to think in four dimensions and how to execute with speed and confidence to support the clarity of your vision. It's now all about mental and emotional stamina and how to deploy superior capabilities.

How you coping today and what are you leaving behind as new and special skill sets for the next generations? Superiority of tactical training is the most needed skill set you can implement?

Are you really an entrepreneur prepared for the coming years?

Are you ready to discover new strategies?

Are you ready to test your vision?

Are you ready for a quantum leap?

For more information [www.octara.com](http://www.octara.com) [www.expothon.com](http://www.expothon.com) [jason@octara.com](mailto:jason@octara.com) Hotline Jason D'Souza 5397-0668

# QUADRABILITY

Four Dimensional Thinking for  
Four Times the Result &  
Four Times the Profitability



Naseem Javed



Dr. Russell Shoemaker



Kathrin Wyss | Cristina Mejía Ocampo | Shelly Frank | Clare Novak | Katerina Akman | Linda Shaffer-Vanaria | Dr. Susan Shoemaker

For Registration & Details



**Clare Novak**

American, Team Leader Expothon Faculty Pakistan, Speaker, Author, Her 25 years' experience extends to energy, telecommunications, manufacturing, banking and pharmaceuticals. Ms. Novak achieved international recognition in Europe, the Middle East, Asia and Africa as well as North America and Master of Image Supremacy Protocols.



**Linda Shaffer-Vanaria**

American, M Sc. U.S. Navy Pilot – Squadron Commander - enterprise coaching. Leadership performances leap team. Elite team of 40 change agents. Author, speaker. Special Advisor to Naseem Javed on Corporate Affairs and Master of Image Supremacy Protocols.



**Dr. Susan Shoemaker**

American, she developed and facilitated national and international leadership programs like Medical Leadership piloted in Egypt, Iran, Bahrain, Oman, and Sudan. A great speaker and moderator and Master of Image Supremacy Protocols.



**Shelly Frank**

Canadian, Ernst & Young's prestigious Entrepreneur of the Year Award, played a leading role in establishing a multimillion dollar, publicly-traded travel technologies company. Coaches on transformational strategies. Technology, Mergers & Acquisitions and expert on Image Supremacy Protocols.



**Kathrin Wyss**

Swiss, Expert Coach, acted as CEO of Life Science, with international expertise on multinational corporations, the Swiss government and as entrepreneur owning businesses in Switzerland and the US. Dynamic entrepreneurial personality and expert on Image Supremacy Protocols.



**Cristina Mejía Ocampo**

Columbian, Industrial Designer with Creative Problem Solving. MBA and Master in International Cooperation and Human Rights of the Strasbourg University in France, with 15 years of international experience. Methodical mind and innovative coach and expert on Image Supremacy Protocols.



**Katerina Akman**

Russian, Executive coach, Degree in Management, HR of Coca-Cola, Performance management, Balance Scorecard COBRA, Quality, Lean, Change, Process Management. Systematic approach to advancements and coaching and expert on Image Supremacy Protocols.



**Dr. Russell Shoemaker**

American, PhD in Biochemical Genetics. With 30 years international experience strategic planning, to add new dimensions to leadership programs. He is a problem solver with a flair for teamwork and functioning in an integrated unit and Master of Image Supremacy Protocols.



**Naseem Javed**

Canadian, Corporate Philosopher, Author, Syndicated Columnist, World-class speaker and CEO adviser. Chairman, Mentorian Worldwide, creator of Expothon Strategy and Image Supremacy Protocols.



**Image Supremacy Protocols**

written for heads of states, leaders of organizations, entrepreneurs, movers and shakers of agendas and all those in search of prosperity and global spotlight.

**One Volume - Four Books  
23 Chapters - 900 Pages  
Quarter Million Words**



## Our Profiles: What is Expothon? What is Mentorian? Who is Naseem Javed?

**Mentorian Worldwide** is a Canadian organization that has developed the **Expothon Strategy Global Program**. It is equipped with 100 experts in innovative excellence who are ready to transform up to 1000-10,000 or million enterprises owners to become global-age experts. Tactical and combative battlefield training modules delivered in simultaneous synchronization are integrated in order to achieve global-age skills. Kindly visit <http://www.mentorian.com> to learn more about Mentorian Worldwide and its profile, processes, videos and credentials.

**Naseem Javed**, a Canadian, is founder of Mentorian Worldwide and now leading a worldwide movement on how to create **'supremacy of innovative excellence and business leadership performance'** via high speed **'mass market penetration strategy implementation modules'**. His latest work is getting global attention. He also conducts special 'CEO Executive Workshops' and 'Global Age Strategy Sessions' to create more powerful marketable 'High-Value Global Corporate Assets'. Naseem is a world recognized authority on corporate nomenclature, global and domain naming complexities, and cyber affairs, a world-class speaker, syndicated columnist and author of several books.

Naseem founded ABC Namebank some 35 years ago, led teams and personally created image personas and name identities that are still alive and dancing and created \$30 plus Billions of dollars in revenue for their rightful owners annually; TELUS, CELESTICA, INTRIA, GENNUM, VINCOR, DUPLIUM, AGRICORE, POLLARA, TRANZUM, INTEQNA, OMNI-TV and ZARLINK and hundreds more. He has also helped clients on various global nomenclature complexities like IBM, General Motors, Texaco, Honeywell, Bell Canada, KPMG, Bell South, RBH, GENTRA, CENTERPOST, OMNI-TV, Royal Bank, Sasktel, Johnson & Johnson, Air Canada, Radio Shack, Merck, BBDO, PetroCanada, ROGERS and COMPORIUM and hundreds more. He wrote 'Naming for Power' in 80s, 'Domination, the gTLD name games' in 2012 and Image Supremacy in 2013.



<b>Founder Expothon Worldwide</b>	<b>2010</b>	<b><a href="http://www.expothon.com">www.expothon.com</a></b>
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<b>Founder ABC Namebank</b>	<b>35 y</b>	<b><a href="http://www.abcnamebank.com">www.abcnamebank.com</a></b>
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