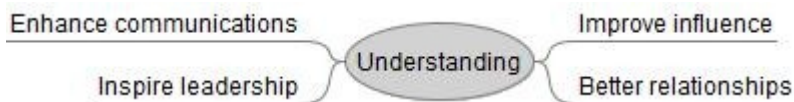


LEADING THE FACEBOOK GENERATION

Not only do your kids at home drive you nuts, the fresh graduates in your office also add to your plate of nuts. With pistachios, walnuts and doughnuts all added in for good measure. The Facebook generation drives baby boomers and gen-Xers nuts because they are fundamentally different from the previous generations. Understanding these differences will do the following: -



Here's some points to think about the Facebook Generation: -

- They have multitudes more options than you did.
- They start out working while being higher up on Maslow's hierarchy
- They have all the knowledge in the world on www.google.com
- They are co-creators of their environment, not settling on just being told what to do.

Come and learn how to: -

- Recruit and retain the best talent
- Create loyalty to you and your business
- Relate with and lead the Facebook Generation

WHO SHOULD COME?

Business leaders who ask "why is the young people nowadays so like that one?" And those who would like to lead the younger generation more effectively.

Free! How much better can this get?



Edmond belongs in the Facebook generation and is therefore automatically authorized to talk about them. Edmond is the founder of Education Republic and a civil engineer by past practice. From his journey from engineer to trainer and running an education business, he has stumbled upon the science of what makes people do they do, what creates motivation and what moves people to action.

His goal is to be in a position to influence a positive change in Malaysia's education system by 2029 and to turn Education Republic into the best adult education and empowerment and corporate soft skills training organization in Malaysia by 2012.

Offered by:

Education Initiatives (M) S/B

Where & When:

Friday, **16th April** 2010, 3pm-5pm
Unit 8, Level 29, Wisma UOA II,
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"Knowledgeable, simple, flexible and talks from his heart & real life experience"
Shen Gopal—Global Training Network Alliances

"Very effective speaker, easy to understand, very practical and humorous"
Tham Kum Chen—UMW Industries

I have found Edmond to be extremely passionate at what he does. You can see this at work with the influential development programs that were derived because of that passion. Empowering people of all ages is what he was born to do!
Aaron Wong - Los Angeles, California