



## Shahbano Aliani Trainer at Schuitema

A key team member for Schuitema Karachi, Shahbano is a gold medalist from IBA, and an MSc in Consumer Economics from Cornell University, New York. After a span of 18 successful years of working for social justice and at a senior managerial position for a leading rural development organization, Shahbano struggled to do the kind of work through which she could contribute to society in a meaningful way. She is fascinated with issues of ethical leadership and the conditions that inspire people to excel and contribute to a common cause. She brings with her extensive & rich experiences in leadership, strategy, project design, team building, communications and marketing. Her creative pursuits include writing & calligraphy.

### ABOUT SCHUIITEMA

Schuitema is an "Organizational Transformation and Leadership Excellence" consultancy operating since 1989 internationally and in South Africa. Research and application of the Schuitema framework – over 2 decades, in 22 countries, 5 continents, across diverse industries – demonstrates that it is not skills and knowledge but intent that accounts for excellence in human beings.

## WHO SHOULD ATTEND

Creative thinking does not belong to a single individual or department. Executives interested in creating solutions, innovating and excelling at their work will benefit from the content of this workshop. Both clients and agency, account directors and planners can attend this workshop. The creative energy of different minds and teamwork brings about innovative solutions to difficult problems. Great ideas become greater with the input of many different talents and skill-sets.



# UNLEASH your CREATIVE GENIUS for marketing excellence

A 1 DAY WORKSHOP On  
Exploring  
the Power  
of Your  
Attention

Is CREATIVITY a natural gift that you either HAVE or DON'T have?

Is there something you can do to ENHANCE and unleash your creative POTENTIAL?

UNDERSTAND THE SOURCE OF CREATIVITY AND ITS LINK TO YOUR ATTENTION

LEARN PRACTICAL EXERCISES AND TIPS TO ENHANCE YOUR CREATIVITY

IDENTIFY AND GET OVER YOUR PERSONAL BARRIERS TO CREATIVITY

APPLY CREATIVE EXCELLENCE TO MARKETING & ADVERTISING

January 31st, 2013  
Sheraton Hotel & Towers  
9:00am - 5:00pm

## PARTICIPATION COST

Rs. 9,500/-  
For members

Rs. 10,500/-  
For non members

For Registration and details contact:  
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