



## Client Testimonials

Meetings are the building blocks of business.  
Our business is Making Meetings Matter™

Asia Pacific Europe The Americas

# The most productive and effective use of executive time.



## What we do

Q3global are professional Meeting Architects working at the highest strategic level. Quite simply, we transform your meetings, off-sites and conferences to ensure you:

1. **Achieve the most productive use of time**
2. **Enjoy 100% engagement and participation**
3. **Walk away with clear, documented actions**

*(and actually have fun doing it!)*

Whether your meeting is two hours or two days, we'll make sure you successfully:

- Develop strategies
- Create business plans
- Overhaul communication processes
- Plan projects
- Implement organisational change
- Formulate and roll out corporate vision and values
- Align cross-functional teams
- Resolve conflict and
- Develop and prioritise action plans

The result: you **GET MORE DONE** in face-to-face and virtual meetings - dramatically increasing your returns on meeting investment.

## How we do it

### 1. Planning and designing

*What keeps your executives awake at night?*

Our pre-work and interview process draws out their important business and leadership issues well before the meeting, saving days of meeting time and enabling us to design agendas that tackle the real issues.

### 2. Facilitating meetings of any size and purpose

*Do your meetings keep you on the edge of your seat?*

From 4 directors in the boardroom to 400 executives at a global conference, our Meeting Architecture<sup>TM</sup> ensures every meeting achieves high levels of collaboration, energy, interaction and decision-making.

### 3. Documenting discussions on-the-go

*How often have you left a meeting with no reference of discussions and decisions? We document and print your discussions continuously throughout the meeting. Each person leaves with a full-color Q3global Meeting Results Booklet: an essential communication tool for reference and implementing key initiatives.*

### 4. Executing actions and projects

*What's your success rate for 'getting things done' after a major meeting? Before the dust settles, continue to work with us and apply Meeting Architecture<sup>TM</sup> processes to help you effectively plan and implement your most important actions and projects.*

Read on to see the exceptional results our clients around the world are achieving.



**Abacus International engaged Q3global to run two strategic meetings for their leadership team. The objectives were to re-visit strategy, develop coherent execution plans and build team effectiveness.**

“The Asian travel market is extremely dynamic and I needed to take my leaders off-site to explore new ways to drive business.

In both meetings, Chris and Ray kept us focused and challenged our thinking. Their Mindmaxxing™ process enabled us to prioritise key focus areas and resolve major operational road-blocks very quickly. The whole team felt involved and contributed valuable insights, resulting in improved communication, understanding and collaboration between divisional leaders.

By the end of the second meeting we had re-defined our approach for executing business strategy and laid the foundations for enhancing business performance. And it was great to have our consolidated output in a clear, concise format at the end of each session to help execute our plans and communicate our ideas to the rest of the organisation.

I thoroughly recommend Q3global's approach and their ability to get the best out of a senior team.”

*Robert Bailey*  
*President and Chief Executive Officer*  
*Abacus International*



**American Express (Japan) engaged Q3global to facilitate their senior management team through in-depth discussions on their strategic business plans. The objectives were to gain buy-in, generate ideas to expand on the plan's content and to prioritize cross-functional actions to support implementation.**

“Q3global's on-site meeting facilitation skills and MindMaxxing process proved to be very interactive and results-oriented.

They enabled our senior management team, in just one day, to have frank and productive discussions on expectations and key business initiatives, generated numerous ideas on how to better serve our customers, and engaged and aligned us as 'one team' to create a clear vision and point of arrival for our business.”

*Robert Siedell*  
*President*  
*American Express International Inc., Japan*



**ANZ Bank hosted a Recognition and Development Conference in Hong Kong for 70 high achievers. The challenge was to ensure the meeting was meaningful and practical for a diverse group comprising executives from the private banking, financial planning and mortgage businesses.**

“I was impressed with the manner in which Chris Durkin facilitated the session. After introducing the group to the theory and concepts behind Q3global’s collaborative thinking and communication processes, we were shown very practical applications that everyone could relate to and use in daily business.

The messages were powerful, the session entertaining, and the benefits have been visible in the workplace as people are applying what they have learned.”

*Grant Potter  
Head of Operations & Support  
ANZ Bank, Melbourne, Australia*



**Aon’s regional leaders worked with Q3global to create alignment between their three independently managed and culturally diverse operations in Asia, the Pacific and Japan. Each market has a different level of development and business size and faces diverse, multiple challenges.**

“We anticipated a two-day plus process to reach consensus on joint projects that we could drive forward. In actual fact, we achieved this far quicker than expected, largely due to Q3global’s facilitation and our application of their thinking processes and techniques.

What was deeply impressive was our goals were achieved without confrontation or political agendas, creating an atmosphere of sharing and commitment across geographic and profit centre boundaries. All colleagues went away not only with a defined purpose, but a new understanding of the thinking processes that enable us to reach conclusions on all of our business activities more clearly.”

*Clive Bate  
Chairman  
Aon Asia*



**Aon Middle East engaged Q3global to help introduce and establish the Revenue Engine in its client facing service strategy, and to develop ownership by client facing staff.**

“I had just arrived in the region and needed to implement the Revenue Engine, a strategic tool that increases client value by looking systematically at local market planning, revenue management, client focused marketing and innovation. The team was a mix of expats and local colleagues from the Arabian peninsula. The challenge was to get everybody thinking ‘outside the box’, and to encourage the ownership necessary for the success of our initiative.

Q3’s facilitation, especially using their ‘MindMaxxing™’ technique, established a positive working environment. Their processes helped get people ‘on board’ and fostered the understanding of the benefits our initiative offers for both clients and colleagues in the region. As a result, we generated concrete commitments and tangible plans for each of the countries involved.”

*Christof D. Bentele  
Chief Commercial Officer  
Aon Middle East LLC*



**Aon Japan is using Q3global’s processes to manage cultural diversity, address the complex challenges of acquisitions and organizational restructuring, and develop and drive business strategy across their Japan operations.**

“Q3global ‘supercharges’ the change process. Their techniques have proved equally effective in Japanese-only and multi-lingual discussions, enabling us to achieve immediate increases in productivity and time saving. Our meetings now break down hierarchy, enabling emotions, concerns and disagreements to be expressed positively and objectively. And we generate high levels of contribution and feedback from even our most junior staff - unheard of in typical business meetings in Japan.

Across the company we are getting things done faster and more effectively. Because our people are now involved in the thinking behind our business development, they are more comfortable supporting new initiatives, contributing creative ideas and being accountable for their actions and results.”

*Randy Wada  
CEO  
Aon Risk Services Japan*



**Civic Exchange asked Q3global to facilitate a meeting of 70 government and private sector transportation specialists and various community groups with diverse interests and agendas. The session was designed to share ideas and explore possible solutions for the future Transport Infrastructure of Hong Kong's North West New Territories.**

"Q3global's methodology is simple, direct and fun. In fact, it is quite amazing to see how their meeting process generates so many comments and ideas from a large group of people with diverse interests. And this is achieved with no conflict and in a very short time".

*Christine Loh*  
CEO  
Civic Exchange, Hong Kong



**The Climate Change Business Forum (CCBF) is a Hong Kong-based business leaders platform that includes 27 companies, academics and NGO's all committed to reducing their carbon emissions. CCBF has engaged Q3global to run a series of strategic workshops to help us fully engage our stakeholders.**

"Following our launch in March 2008, the CCBF quickly grew to include a large number of businesses and stakeholders. With so many members working in different committees, our challenge was to embed CCBF's mission and objectives so we could move the forum forward. In a 2-hour meeting, Chris Durkin and his team effectively aligned many minds onto the same page, helping us clarify CCBF's role and future direction.

Chris and his team next facilitated a workshop focused on preparing businesses to adapt to climate change. Attended by over 60 executives, this session was also a great success - largely thanks to Chris's excellent ability to facilitate and his innate sense of fun and professionalism. Q3global's process is effective, but best of all it is a process that empowers every individual to feel that they are making a contribution. We look forward to working with Q3global again".

*Ciara Shannon*  
Director, Climate Change Business Forum (CCBF)  
Hong Kong



**The Board of The Coral Reef Alliance met to forward their mission of protecting coral reefs by integrating ecosystem management, sustainable tourism, and community partnerships. Q3global were engaged to design and facilitate the meeting. The objective was to expand the scope of CORAL's 5-year Plan for increasing both reef conservation efforts and organizational capacity.**

“The Q3global process helped bring together a group of Board members from very disparate backgrounds, including scientists and philanthropists to corporate executives and entrepreneurs.

Q3global asked penetrating questions that enabled the Board and Executive Director to see a new way of thinking about the organization's goals. As a result, we are now crafting a more robust plan for the future.”

*Lyn Ciocca  
Board Chair  
Coral Reef Alliance, United States*



**Cycle & Carriage Bintang engaged Q3global to assist their management team in identifying new business opportunities and developing detailed action plans that would enable the various operating units to implement effectively.**

“In the highly competitive Malaysian Automotive market we needed to bring a focus on driving high performance across our operating units.

Q3global's facilitation and our use of their innovative thinking and models enabled us to generate a vast number of practical ideas and a renewed purpose to work closer together to achieve shared goals.

We left with an energy and a collective commitment thanks to a very well executed programme.”

*Steven Foster  
Managing Director  
Cycle & Carriage Bintang, Malaysia*



**DSM Nutritional Products engaged the Q3global team to design and facilitate their Asia Pacific conference in Singapore attended by over 50 executives from regional and global operations.**

“The Q3global team was instrumental in coaching and guiding us to success, from detailed planning and pre-work through to effectively facilitating the 2-day conference.

Q3global’s process truly engaged every individual in the room, enabling us to build a common agenda across all segments and shared service disciplines.

We achieved our objectives of getting everyone to engage, align, and commit to strategic direction, and developing and prioritizing the critical actions that will ensure the execution of our strategy”

*Pieter Nuboer  
Vice President, HNH, Asia Pacific  
DSM Nutritional Products Asia Pacific Pte Ltd, Singapore*



**DFS retained Q3global to assist with the development and implementation of Project Chrysalis, an initiative designed to transform a global, retail technology organization from cost center to strategic partner. The pioneering methods for organizational change management and offshore sourcing resulted in the project becoming a case study in the Smithsonian Institute.**

“Q3global guided our team through key steps in the strategic thinking process. Outcomes included accelerating the implementation schedule from 36 to 9 months, cutting global IT expenses by 35% and reducing permanent technical staff by 43% in Year 1 and 59% by Year 2.

These results were so effective and impressive, the approach was adopted in other operating units. We’re sold on the value that Q3global delivers. They leave knowledge and know-how behind, empowering people and teams to improve performance.”

*Ron Glickman  
VP Global IT  
DFS Group Limited, USA*



## Fresenius Medical Care

**Fresenius Medical Care's rapid growth in Asia Pacific required them to improve planning processes and coordination around the region. FMC engaged Q3global to change mindsets and get buy-in to a new strategic planning process by breaking down barriers and challenging senior managers to consider the future market environment.**

"Q3global advised and supported us in developing the strategic planning process and in bringing our regional marketing management team on board. They then helped to prepare and facilitate a regional meeting to get buy-in from the rest of the company's key country managers.

With Q3global's skilled facilitation, their ability to motivate and drive the audience, and the power of their MindMaxxing™ process, we achieved new levels of collaboration, sharing of ideas and interaction unprecedented in our company. As a result, the meeting was rated by all as the best they have attended.

For anyone dealing with diversity and silo thinking and challenged with change management, Q3global's processes accelerate results like no others I have worked with."

*Toby Jones*  
*Director of Marketing*  
*Fresenius Medical Care Asia Pacific*

## Gartner

**Gartner's Asia Pacific Executive Program team engaged Q3global to help develop processes for fostering creative thinking and high-performance teamwork. The processes were then applied practically to the business planning challenges of the team which was both new, and geographically dispersed.**

"We asked Q3global to help develop our inaugural team planning meeting through an analysis of the team dynamics and through the adoption of methodologies to assist in identifying our options in developing our business.

The Q3global process is delivered in a fantastic facilitative style. As a result, the individual perspectives and thoughts of each person were allowed to surface and the creativity of the team as a whole was enhanced immensely."

*José Ruggero*  
*Vice President Executive Programs Asia Pacific*  
*Gartner Australasia*



**The Jardine Matheson Group engaged Q3global to design and run their annual Finance Conference. The theme of the meeting was ‘Leveraging the thinking styles of a diverse management team’.**

“I was holding a conference for 90 senior finance executives from a variety of cultural and business backgrounds. I wanted the gathering to take the attendees outside their usual thinking confines, to be fun and thought-provoking.

Q3global worked effectively with my team to create an interactive format and content for the event. By showing us how to apply our thinking styles to communicate in a more compelling way, and how to reduce stress using Tai Chi, Q3global drove the two-day programme in a way that enabled my objectives to be more than fulfilled.

I have had nothing but enthusiastic feedback from all those who attended.”

*James Riley  
Group Finance Director  
Jardine Matheson, Hong Kong*



**Jardine Shipping Services worked with Q3global to design and facilitate their annual regional meeting attended by senior managers from 10 countries. The key objectives were to identify new growth opportunities and how to optimize IT solutions to facilitate this growth.**

“Through a series executive interviews and questionnaires, Q3global drew out a wealth of ideas and issues around these objectives before the meeting, saving days of meeting time and identifying our strategic priorities.

Applying their interactive MindMaxxing<sup>TM</sup> process, Q3global guided us through an in-depth analysis of our core businesses. We were able to explore opportunities to expand our existing services, identify potential revenue streams, and create a realistic action plan that addressed our key objectives.

The entire team was fully engaged throughout. All discussions were captured real-time during the meeting and each of us left with a document that forms the basis of our future plans to grow our business across the region.”

*Geoff Jones  
Group Finance Director,  
Jardine Shipping Services, Hong Kong*



**Jardine Matheson engaged Q3global to run their annual Group Legal Conference, bringing together 55 senior legal executives from 20 businesses around the world. The objectives were to network, share ideas and acquire new ways of increasing personal and business performance.**

“Q3global created a memorable experience that engaged and challenged our very diverse team. This was achieved by addressing three key issues of ‘strategy’, ‘communication’ and ‘handling stress’; the latter supported by some expert Tai Chi instruction from one of Hong Kong’s leading martial arts masters.

A strong collegiate spirit was created right from the start, with high levels of energy and interaction. The application of thinking styles proved very effective in helping us understand more about how we work and communicate within the organization, and the importance of tailoring communication to appeal to different audiences.

Everyone learned practical new skills, put names to faces and strengthened relationships across the team.”

*Neil McNamara  
Group Corporate Secretary  
Jardine Matheson, Hong Kong*



**Jardine Motors Group UK engaged Q3global to run their Management Conference which brought together 50 senior managers from around the UK. The objectives were to raise awareness on competitive advantage, identify new ways to increase customer service levels and develop a stronger customer-focused culture.**

“In our industry, investment in high quality facilities and representation of prestigious brands can appear to be the main competitive advantage. We used Q3global’s pre-meeting questionnaires to challenge this thinking and facilitate a consensus amongst our senior managers of the differentiating benefits of embracing the customer.

Q3global’s MindMaxxing™ process had everyone fully involved. In just one day we were able to build a comprehensive new Customer Service Charter that is owned by the entire management team. This Charter has now been deployed across our entire UK operations to drive customer service standards.”

*Mark Herbert  
Finance Director  
Jardine Motors Group UK Ltd*



**Jardine Engineering engaged Q3global to assist their senior management team in identifying OEM product opportunities and how to leverage these opportunities in their diverse markets of Asia Pacific, the Middle East and Europe.**

“Q3global provided us with a clear focus on the topics that we were targeting on OEM, and how we need to develop from where we are now. My people all commented on how useful MindMaxxing™ was in helping us develop a common platform; drawing out clear thinking and plans for the future in a concise manner. This is always key to a successful transfer of ideas - especially for engineers.

We had managers from all over Asia with us at the meeting, and each of them took very useful actions away. The participants and team leaders are enthused by what was developed on the day to create our OEM platform for the future.”

*James Graham  
Managing Director  
Jardine Engineering Services, Hong Kong*

## KOR.

**Los Angeles based Kor Hotel Group had recently taken on a significant new business partner and engaged Q3global to facilitate strategic planning sessions to map out the next 5 years of the organization's growth strategy.**

“We had two great companies each with their own strengths and areas of expertise. The goal was to conduct a collaborative strategic planning meeting in which strengths could be leveraged and consensus reached on the organizational priorities going forward. Chris Durkin and his associates were able to very efficiently consolidate and utilize data collected in a pre-meeting surveying process to effectively move the group into the next level of planning for future success.

During our two-day meeting the senior leadership group was able to acknowledge organizational challenges, agree on top priorities to ensure success and document the vital actions necessary over the next 12 to 24 months. We concluded our meeting with a high degree of enthusiasm, a better understanding of our new partnership and clear direction on the strategic issues facing our business growth. Q3global will twice annually guide our organization through the review and refinement of our medium to long range strategic planning process.”

*Nicholas Clayton  
President  
Kor Hotel Group, USA*



Leo Burnett

**Leo Burnett utilized Q3global's process with their Global Brand Belief System to speed strategic and creative thinking processes across their Asia Pacific network.**

"An agency's business is to produce inspiring ideas. The commercial reality of our clients' businesses means we just can't sit around and wait for inspiration to strike us!

By applying Q3global's thinking and communicating techniques, our teams are now generating more innovative solutions faster. The result is a strengthening of our alignment with clients and their brands."

*John Woodward*  
*Regional Planning Director*  
*Leo Burnett Greater China & ASEAN*



**Mandarin Oriental Hotel Group engaged Q3global to run their third global Development Conference. MOHG's extraordinary growth in recent years has placed enormous stress on the development teams who must effectively manage the diverse frameworks, requirements and communication styles they are faced with whilst executing major projects.**

"Our objective was to improve avenues of communication where they existed and create them where they did not. Q3global acted as a key partner in establishing the agenda and then facilitating our search for these lines of communication and project processes.

Their MindMaxxing<sup>™</sup> technique is a powerful tool for quickly engaging colleagues in identifying problems collectively and creating solutions as a team."

*Terry Stinson*  
*Development Director*  
*Mandarin Oriental Hotel Group Ltd.*



**Mandarin Oriental Hotel Group engaged Q3global to run their Asia Regional General Managers Meeting. The objectives were to share best practices, discuss key issues, and identify key actions for increasing operational effectiveness across the Group.**

“Q3global’s creative facilitation and effective MindMaxxing™ process ensured everyone was fully involved and participating in the exchange and prioritisation of ideas.

Within a short time, the senior management team were able to engage in frank and productive discussions on expectations and key business initiatives. We left the meeting with a good number of documented ideas on how to better serve our customers that we are now implementing with each of our hotels.”

*Andrew Hirst  
Operations Director, Asia  
Mandarin Oriental Hotel Group Ltd.*



**Mandarin Oriental Hotel Group worked with Q3global to design and facilitate their global Sales and Marketing Conference in Tokyo, attended by over 100 senior executives. The objective was to vigorously pursue a new segmented marketing strategy and gain alignment across the Organization.**

“The Q3global team acted as advisors, coaches and executors prior to, and during our Conference. We only had two days to present the strategy and generate ideas on how to develop it further. Q3global designed a format to achieve these objectives, and applying their tried and tested "Group think" process not only captured every thought in the room, but left everyone feeling both enthused and appreciated.

With Q3global’s assistance, we accomplished a significant amount of work in a short period of time. The contributions from over 100 colleagues were captured and printed real-time throughout the session. Each of us left the conference with a fully documented record of our discussions including prioritized action plans that form the basis of our ongoing marketing strategy”.

*Michael Hobson  
Group Marketing Director  
Mandarin Oriental Hotel Group Ltd.*

## M&CSAATCHI

**In 2000 M&C Saatchi pitched for a major, highly complex project for Swisscom in Switzerland, a market where they had no local presence. Q3global assisted in co-ordinating the project with the client.**

“After we won the project, Q3global facilitated key meetings and workshops throughout the two and a half years of its duration. During this period, Q3global became much more strategically involved, helping us to redefine the client-agency relationship.

With Q3global's assistance a group of London-based advertising people worked with Live, our Events Management agency, to produce an integrated communications campaign in four languages across a major live event at Expo 02. Even more amazingly, this campaign won the best advertising campaign in Switzerland in 2002, without us having a presence in the Swiss market.

Q3global's meeting organization and facilitation was certainly a key to this success.”

*Michael Moszynski  
CEO Immediate Sales  
M&C Saatchi World, London, United Kingdom*



MARCO POLO HOTEL GROUP

**The Marco Polo Hotel Group engaged Q3global to help teams from their Hotels, Regional Sales Offices and Corporate Headquarters to bring focus and clarity to the "Marco Polo" Brand, and develop and align marketing strategies.**

“We asked Q3global to guide the 45 delegates to our annual marketing conference in a thoughtful analysis of our marketing strengths and weaknesses. Their innovative methodology prompted lively and unfettered discussion, a swift prioritization of issues and a resultant plan of action.

The Q3global approach is fast becoming an integral part of our business process.”

*Jeff Flowers  
Senior VP  
Marco Polo Hotel Group, Hong Kong*



**The Matilda Hospital Board of Governors held a strategic planning session to make important decisions on the hospital's future direction. With board members comprising hospital executives, appointed corporate representatives and various NGO advisors, diverse interests and expectations had to be managed in a very limited time.**

"We asked Q3global to guide us through the process. They designed an agenda that took our differences into account and focused on strategic outcomes. In two half-day sessions their methodology enabled us to tackle all key issues efficiently and objectively, delivering a prioritized action plan committed to by all board members.

As an added bonus, the process helped build relationships within the board and with hospital management that the normal course of business meetings never achieves."

*Nick Sallnow-Smith  
Chairman Board of Governors  
Matilda Hospital, Hong Kong*



**Oracle's global corporate marketing team worked with Q3global to develop a new corporate marketing strategy and communicate it to their operations around the world.**

"Businesses are going through accelerated change. This transformation requires organizations to think differently, to accept ongoing rapid change and the inevitable chaos that this brings.

Q3global is one of the few consultancies on the planet that currently understands these requirements and is in a leading position to do something about it. Their process is a breakthrough in the approach necessary for contemporary business success."

*Dr Paul Burrin  
Senior VP Corporate Marketing  
Oracle Corporation, USA*



Pacific Basin Shipping Limited

**Pacific Basin engaged Q3global to assist their senior management team to identify the diverse challenges and opportunities their key businesses were facing, and to develop action plans for creating differentiation across these businesses.**

“Prior to the meeting, Q3global’s questioning process obtained a wealth of information, insights and perceptions from all our managers on our current and future business. This saved massive amounts of meeting time and allowed us to design the conference around our most important issues.

Q3global’s MindMaxxing™ process made the meeting highly efficient, motivating and collaborative. The entire team engaged in open and frank discussions, challenging assumptions and producing ideas for staying ahead of our competition.

As a result of the meeting, we established stronger team bonds, improved internal communication within and across functions, and reinforced our customer-focused strategy.”

*Jan Rinbo  
Managing Director  
Pacific Basin Shipping Limited, Hong Kong*



**The Pico Group engaged Q3global to facilitate their 22nd International Conference. This annual event brought together 120 business unit heads from Pico’s operations in 30 cities worldwide to discuss and develop group and corporate strategies.**

“With over 120 senior executives from 30 diverse operations, it is not easy to adopt one single methodology that effectively focuses thinking and achieves satisfactory results for all business units in one meeting. Applying Q3global’s MindMaxxing™ meeting process provided our executives with a fresh and in-depth approach for analyzing the business.

In just one day, Q3global facilitated group discussions and documented over 20 strategic plans, ensuring our Conference was a great success.

At the end of the meeting, every participant took home a fully documented record of our corporate and individual country strategies, as well as a new process for future planning and implementation.”

*Lawrence Chia  
Chairman  
Pico Group, Asia Pacific*



**Polo Ralph Lauren invited Q3global to run a series of senior management meetings to define and plan the company's future strategic goals. These sessions were attended by business unit heads from Asia Pacific, and the US.**

"Q3global started by guiding us through an in-depth pre-meeting questionnaire to clarify and prioritize our key issues and objectives for each session. Their in-depth analysis of the internal and external environments, their ability to define tasks and organize efficient team work, and their expertise in procedures for defining and planning strategic goals, allowed us to generate fresh ideas and work out joint decisions quickly and effectively.

The results of these meetings have been incorporated into both our new business strategy and development plans, which are now being used as the basis for individual business units to execute the strategy.

Our management team considers that working with Q3global has made it possible to improve the process efficiency for defining and planning strategic goals, and we recommend the services of "Q3global" in the sphere of strategy development."

*Trevor Robertson*  
*Vice President / Managing Director*  
*Polo Ralph Lauren Sourcing Co Ltd, Asia Pacific*



**Q3global worked with R&SA's executive teams in China and Hong Kong on a wide range of strategic projects, including creating and rolling out Corporate Vision, developing business strategies and enhancing meeting and project processes.**

"Staff feedback indicates the duration of our meetings has been shortened by more than 50%, and the efficiency of our group discussion and decision-making dramatically increased."

*Keith Land*  
*CEO*  
*Royal & SunAlliance China and Hong Kong*



**Q3global was asked to create a dynamic learning and memory program for Hong Kong schools. This is part of Civic Exchange's community initiative to develop 'Leaders of the Future'. The program is designed to achieve better examination results and foster closer collaboration between students and their parents.**

"Students are under increasing pressure to acquire skills that will benefit them throughout their careers. Q3global's Memory Program addresses this need. The fast-paced style is engaging, memory skills being developed through interactive activities.

Feedback from the 180 students and parents has been extremely enthusiastic, with everyone finding the techniques both enjoyable and highly practical."

*Henry Poon*  
*Principal*  
*St Paul's Co-educational College, Hong Kong*



**Saudi Chemical, and sister company Sitco Pharma, engaged Q3global to help their respective executive teams develop strategic direction and action plans for new business growth.**

"Having experienced the results Q3global achieved with another sister company in the Middle East, it was an easy decision for us to invite them to help us develop a strategy to maximize the profitability of our two business units over the next four years.

Q3's ability to quickly understand our businesses, facilitate input from our senior managers and business partners, and to get right to the point with a plan of action, was instrumental in establishing our future goals.

Working with Q3global has been an investment in the success of our business, rather than another bill for the expense column. Our companies will immediately benefit from what was learned in the workshops, which in turn will translate into improving our overall bottom line."

*John Langford*  
*Deputy General Manager*  
*SITCO Pharma, Saudi Arabia*

## THE SOLAR ALLIANCE

**The Solar Alliance is bringing together leading companies in the photovoltaic industry to accelerate the use of solar energy in the United States. Solar Alliance asked Q3global to design and facilitate their inaugural board session. Due to the diverse companies involved, it was important to establish an effective process for the group to create, and commit to, a powerful vision and strategy.**

“What a gratifying experience! With Cliff’s natural ability at linking and synthesizing he was able to connect a very diverse group of people, smoothly and seamlessly - bringing us to consensus in a very short period of time.

Now, solar manufacturers, integrators, and developers are able to speak with one voice through Solar Alliance, enabling us to accelerate market development throughout the United States. Q3global is making a substantial contribution to the sustainability movement through their outstanding meeting architecture.”

*Claudine Schneider*  
*President, Solar Alliance*  
*USA*



**Solaria engaged Q3global for a week of sessions with the entire company to embed Meeting Architecture and establish the processes for creating a more intelligent and empowered organization at all levels.**

“To my delight, this was accomplished much more rapidly than I had expected. We now have the necessary tools to operate at a much more efficient level and Q3global’s emphasis on bringing out everyone’s creativity has made our workplace an even more fun place to work.

Combining efficiency with creativity is a powerful tool for success, and I see this is at the heart of Q3global’s meeting architecture and processes.

As an example, our project managers used MindMaxxing<sup>™</sup> to produce a comprehensive project plan in two hours that traditionally would have taken two weeks!

In our high-growth phase, it was a large investment for us to pull key people from critical tasks for this week of meetings and sessions. But I can already see the return has far exceeded the investment, and will only continue to increase over time.”

*Suvi Sharma*  
*CEO*  
*Solaria, USA*



**Standard Chartered Grindlays worked with Q3global to help strengthen their customer service culture and simplify and speed up communication between their offices in Asia and the UK.**

“Whilst organizing this event for my top teams from Europe and Asia, I struggled with what to call the session – ‘Team Building’, ‘Offsite’ or ‘Workshop’. Once we began however, as a result of the Q3global techniques that we integrated and applied to real-time business issues, it became very clear that we were actually holding a highly effective ‘Business Meeting’.

The Q3global System transforms traditional meeting processes. By facilitating a greater understanding of our individual thinking styles, our minds were opened to far more creative ways of processing and prioritizing ideas. We achieved results. And had a lot of fun in the process!”

*Mark Devadason  
Regional Head  
Standard Chartered Grindlays, Asia Pacific Region*



**Standard Chartered Bank engaged Q3global to help establish context for the rollout of its Wholesale Bank Operations Customer Service strategy, and to develop ownership by the country service managers.**

“I was faced with a group of business leaders from 20 countries I didn't know, and needed them to take ownership of a strategy in which they had no part in developing. I wasn't clear how I was going to do this. Q3global's help was invaluable in mapping out not just the agenda but in facilitating the entire two day meeting to achieve this.

By opening our minds to the differences in thinking styles and applying their 'MindMaxxing<sup>TM</sup>' technique to our collaborative effort, the meeting resulted in tangible plans and clarity of purpose that surpassed anything that I had previously experienced.“

*Peter Churchman  
Group Head, FX, MM & Loan Processing  
Standard Chartered Bank, Singapore*



**The Starlight Children's Foundation of Australia commissioned Q3global to help develop ideas for attracting over 40 sponsors and 8,000 paying public to their annual family day event.**

"This project required a dedicated committee to share a common vision and purpose. Using the Q3global thinking processes, we were able in one day to focus the group on a range of significant issues and generate hundreds of ideas that can now be assessed and implemented. The results exceeded my expectations."

*Kevin Brough  
Committee Chairman  
Managing Director, Nokia Networks, Pacific Region*



**Swisscom engaged Q3global to work with them and their advertising agency, M&C Saatchi, to develop and deliver complex marketing projects in Europe.**

"Q3global has worked with us continuously for 3 years and made a significant difference to the way we manage our projects. By applying Q3global's methodology, on one project alone we have been able to return over US\$1.2 million in unused funds.

And just 17 people ran one of our most successful projects ever, when traditional processes would have required double that number."

*Urs Eng  
Head of Communications and Special Projects  
Swisscom, Switzerland*



**Symrise APAC used Q3global to facilitate their annual kickoff meeting which brought together over 100 senior managers from around the region. The key objectives of the event were to align the team on strategic direction and execution timelines, and to develop detailed action plans for delivering the strategy at country and market level.**

“We wanted a fresh approach to this meeting and to move away from an older format which was becoming obsolete. Q3global’s highly interactive process was a great success, and energy levels remained high throughout the two day event. This was due primarily to the skills of Chris and Ray, and the tools they used to focus the inputs, and capture the outputs of our discussions.

The use of MindMaxxing was very powerful, ensuring every single person was involved in generating and prioritising ideas, and in making the key decisions that will drive our strategy. The feedback from all participants was very positive and we will use the services of Q3global again.”

*Declan MacFadden  
Regional President, Asia Pacific  
Symrise Asia Pacific Pte Limited*



**Sysmex Asia Pacific engaged Q3global to work with their regional management team on improving efficiencies in communication and fostering a collaborative corporate culture**

“Sysmex Asia Pacific encountered typical problems of a company going through phases of exponential growth. The challenge was to convert a rapidly increasing number of staff with heterogeneous cultural backgrounds into a team that takes ownership and shares a common vision. This could only be mastered by applying a methodology and process that combines individual buy-in with a creative and team driven approach to agree on actionable solutions for company issues.

The MindMaxxing process and meeting methodology proposed and implemented by Q3global achieved our desired outcomes perfectly, and by far surpassed any other methodologies the management had tried before.”

*Frank Buescher  
CEO  
Sysmex Asia Pacific*



**The Government of the United States invited Q3global's Mark Gerzon to facilitate at a Leadership Conference sponsored by the White House.**

"Your very effective presentation on leadership in the context of competing interests at our recent Leadership Conference for Presidential Appointees and Nominees was both provocative and inspirational.

Together with the group discussions which you designed, participants rated it at the top of the scale."

*Thurgood Marshall, Jr.  
Asst. to the President and Cabinet Secretary  
The White House*

*Patricia McGinnis  
President and CEO  
The Council For Excellence in Government, USA*



**The HKUST Business School invited Q3global to assist with the kick off of its Corporate Leaders Meeting. The objective of the 3-hour meeting was to define, strategize and make action plans for deeper collaboration between the School and the corporate sector. Participants included senior faculty leaders and the CEOs of some of Hong Kong's most influential companies, and it was essential that the session was highly engaging and results-focused.**

"Q3global extended the meeting into a productive collaborative process. The first step was a survey to all stakeholders to collect useful input on, and build awareness of, the key issues. Secondly, to ensure everyone knew what to expect, a pre-meeting briefing was held to guide School representatives through key steps in the strategic thinking process.

The meeting itself was handled very professionally. The results were effective and impressive, with priority issues and next steps documented and distributed during the session. With the assistance of Q3global, we at the HKUST now have a strong foundation for our pursuit of promoting collaboration between academia and the corporate sector."

*Leonard Cheng  
Dean of HKUST Business School  
Hong Kong*



**Visa engaged Q3global to help their Asia Pacific Marketing team to explore new business opportunities across the region.**

“Utilizing Q3global's structured approach and techniques, in one day we were able to address a wide range of issues and opportunities. Their collaborative process ensured we solved challenges and identified and planned solutions.”

*Lara Truelove  
Regional Director, Market Insights & Analytics  
Visa International Asia Pacific*



**Wallem engaged Q3global to raise levels of communication and roll out their corporate Vision across the Group.**

“I was introduced to Q3global's meeting processes in a business development session for the top private hospital in Hong Kong. The results were beyond anything I had seen before.

I asked Q3global to facilitate a series of meetings to improve communication between more than 40 Wallem Group companies across 4 distinct maritime service industries, and to help us create a way forward as a group. The result is *True North – Full Ahead the Wallem Way*, a Group development programme setting out the values that drive our business. All our processes are now in line with True North and Q3global guided us to roll out the programme across the Group.

Q3global have also assisted us to identify ways of breaking the mould in our mature and cost-driven businesses. We are now developing new revenue streams in our four strongholds of ship management, ship agencies, ship broking and maritime software development, but with a new lease on life.

Q3global's MindMaxxing<sup>TM</sup> process has become part of our meeting and communication culture with great effect.”

*Rob Grool  
Group Managing Director  
Wallem Shipping, Hong Kong*



**Wells Fargo Global Broker Network is the world's largest network of independent insurance brokers, led and managed by Wells Fargo Insurance Services. Its annual conference for 2009 was attended by 85 delegates from 45 countries. Q3global's Chris Durkin was invited to open the event with a presentation to the group on "Running Better Meetings".**

"Building strong relationships and collaborating effectively are crucial in our business. We wanted to get our members thinking outside the box and questioning how and why they should improve the efficiency of internal and external meetings to achieve these goals.

Chris Durkin's style, message and interactive content made everyone sit up, participate and challenge their pre-conceptions. We received excellent feedback from many individuals and, at our subsequent sessions and breakout groups, all made a point of showing that they had learned something new."

*Grahame Weatherley  
Director & Chief Operating Officer  
Wells Fargo Global Broker Network, United Kingdom*



**Westpac engaged Q3global to facilitate a feedback session with a large, diverse group on a series of new strategic initiatives.**

"Assembling such a large group of key people for an update session is a major undertaking, and I wanted to ensure each person had the opportunity to be heard and to contribute in a meaningful way.

The Q3global process enabled the group to consider the key issues. In the course of the session, we generated hundreds of ideas, categorized them, and secured group agreement to their prioritization. This will enable our communication team to now provide the larger group with ongoing assistance that we know is exactly in line with their needs."

*Michael Comer  
Group Executive  
Westpac Banking Corporation, Australia*



**Zurich Global Corporate recently introduced a new business model. Q3global worked with the Asia Pacific management team to clarify this new model, generate buy-in, and prioritise regional and country-specific actions for implementing the model across the region.**

“We were faced with aligning the hearts and minds of our people from countries across Asia Pacific to a new business model. The model has proved successful in Europe and North America, but would require a significant change in business practice in this part of the world to achieve success.

Q3global’s “MindMaxxing” process brought out the hidden concerns of all the participants and enabled us to understand and address the issues facing our diverse markets.

By the end of the two days we had achieved consensus on the objectives of the team and significantly enhanced the team spirit. We will be working with Q3global on the next stage of our change process.”

*Hugh Robson*  
CEO  
*Zurich Global Corporate Asia Pacific*

**The best way to fully appreciate the power of Q3global's Meeting Architecture™ is to experience it for yourself. So before you start planning your next key meeting, talk to us to find out how to make it the most engaging, effective and productive meeting you've ever had!**

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Don't just take our word for it. We'd like to introduce you to some of our clients so you can talk to them directly about their experiences applying Meeting Architecture™ in their businesses, and the outstanding results they are achieving.

**[www.Q3global.com](http://www.Q3global.com)**