

**Excellerated Business School for Entrepreneurs (BSE)
Instructors –
Kuala Lumpur, Malaysia
April 15 – 23, 2006**

All Instructors and guest speakers that teach *Excellerated* Programs are successful entrepreneurs in their fields of endeavor. They are hired to come in and teach their areas of expertise in an experiential manner. The areas of business that they teach in the Schools are herein listed:

Dominique Lyone – Leading Instructor of the English BSE’s – Leverage – Team Building – Empowerment

For over twenty years Dominique has researched electronic trading and more recently the impact of the Internet on business, to discover more effective ways of adding value to customers, and to teach leverage to the participants in their businesses. Currently, he is the founder and managing director of a leading office products dealership within the Australian market, which began operating in 1977. The business exceeds revenues over \$50 million and services clients from both major corporate, and government agencies.

60% of this business is through ecommerce transactions, on their award winning website COSnet. The business consists of over seven distribution centres with 10,000 SKU's in each, all supporting the value added proposition - order before 6pm and receive delivery of your order the next day.

Dominique has been facilitating Money and You programs since 1992, and took on the master Instructor position of the Business School in 1999. Dominique's style is engaging, entertaining, sometimes confronting, and with a particular ability of getting to the core of the issue. Before his great accomplishment and success in business he was based in Sydney and basically sold to companies within a 100 miles radius. His company currently has offices in major cities in Australia, and if he wishes, he has the opportunity to branch out to the cities where he teaches M&Y or where there are graduates of the program.

One of the most fulfilling parts of Dominique's life is not cashing his company's huge checks... it comes from teaching Money & You and leading BSE's. He shares his success, his insights, his beliefs, with inspired men and women that attend the *Excellerated* programs.

DC Cordova – BSE Co-Leadership – Money-Making Systems – Mentoring

Co-founder of the organizations that have presented the world-famous *Money & You Program*, the *Excellerated Business School for Entrepreneurs* and other *Excellerated* programs since 1979. She continued with the work after the creators of the programs went on to develop other breakthrough technologies.

She has had the honor of working and studying with some of the best business educators and entrepreneurs in the world, and has been involved in business and entrepreneurial education for nearly three decades. She is considered to be one of the pioneers of "New Education" – high-speed entrepreneurial business education.

Her areas of expertise are systems and organization. She has the ability to direct many projects – through systems – simultaneously *and* follow-up with details, an entrepreneurial skill that has allowed her to successfully build several organizations. Through creating and promoting trainings with business people, company leaders/CEO's, entrepreneurs, professionals, managers and people from all walks of life, she has been able to observe, experience and share, first hand, the challenges of growing a business and developing powerful and successful business/personal relationships. She is considered a "Mentor of Nurturing" and works closely with top Management teams and businesses to empower good relationships. She is an author of the comprehensive systems manual for entrepreneurs, *Money-Making Systems for People Who Work with People*. She is an Ambassador of New Education who travels the world speaking with top business people, dignitaries, politicians, and persons of high influence – her focus is promoting the transformation of educational systems so that learning styles and methods that have been available for decades are introduced into traditional school systems around the world. Through the use of these powerful tools, young people can then learn to handle money, business and life from an early age and ensure their success as adults. She believes that change can be more easily made through the business world, thus her focus on entrepreneurial education.

Datuk Maznah Abd. Hamid – Entrepreneurship

Is the founder and Managing Director of the Securiforce Group of Companies, Datuk Maznah is one of Malaysia's most successful businesswoman. She is a charismatic presenter, Chairman of seven public listed companies and winner of several entrepreneurship awards. Participants benefit from Datuk Maznah's real life experiences and "can do" attitude in overcoming many obstacles. Her talk, "From Zero to Hero" is extremely inspirational. Participants are inspired to never give up on their dreams. Participants learn how to make the transition from entrepreneur to Chairperson of the Board. Participants learn unconventional ways to raise money and how to be sold, without spending any money on marketing. She is currently developing a vast real estate project in the heart of Kuala Lumpur; and involved in several other entrepreneurial enterprises, and teaches the steps to her continued success.

Dr. Serge Gravelle – E-Commerce – How to Sell Products through Mass Media in North America and other Markets

Is President/CEO of MyMall Network and DePan Media. He is considered as one of the foremost Internet marketing trainers, a leader in television advertising, and a maverick in complex Web development. His background includes relationships

with the major television networks in America, high-technology industry, e-commerce platform development and real estate investment. He has worked with leading television-advertising agencies, award winning production companies, plus a multitude of Direct Response-related entities. Now heading a re-structural development of the infomercial industry in Asia and Latin America, Dr. Gravelle offers exceptional services in America and abroad to selected companies and individuals wishing to bring a product to television through his solid relationships in the television Direct Response industry, to the Internet using his expertise in developing state-of-the-art e-commerce platforms or to retailers (contract with over 34,000 outlets, including Wal-Mart, Walgreen's, Costco, and other major America Retailers). Most recently, Serge, along with a powerful team of entrepreneurs has launched the Equidigm Financial Services Group, an organization dedicated to supporting financial independence for many.

Randolph Craft – Buckminster Fuller Generalized Principles – Planning

His careers embrace successful enterprises in both art and business. Since 1968, Randy has been well known in Hawaii and is an internationally collected sculptor, painter, designer, and builder of famous commercial establishments. Owner of *The Art of Craft*, his active art business in Hawaii still produces increasingly popular “jewelry for buildings.” Starting in 1980, his business career included both developed and co-developed technologies that provided operational project planning, project management, computer-driven sales-tracking, quality control programs, values integration technology, and general business management systems (QTM). His client list reads like a *Who's Who of Success Stories* of the late 80's and early 90's. His business and personal mentors include, though are not limited to, Drs. R. Buckminster Fuller and W. Edwards Deming. His work with Dr. R. Buckminster Fuller became the foundation for his continuing studies and teaching in the field of socioeconomics and development of efficiency and productivity tools for business and education. In 40 years of business, Mr. Craft has managed over 500 projects from inception to completion in both business and the arts, and he continues to provide education to students and businesses in both these fields. Randolph works with the School participants in understanding some of the key Generalized Principles as taught by Buckminster Fuller. He also guides the participants to develop a Plan for their individual businesses and organizations so that they take back to their offices with step-by-step to do's to reach their financial and personal goals.

Lord Campbell Spencer – Leverage through Franchising

At a relatively young age, Campbell has built a distinguished career spanning the Academic, Information Technology, Franchise, and Legal industries. He has been instrumental in developing, expanding and franchising several medium-to large-sized organizations. He has facilitated many in-house seminars and served as a consultant for national and international businesses, and numerous industry associations seeking his expertise in corporate vision, strategic planning vision

and global corporate expansion strategy. Campbell is also in great demand as a speaker, and had addressed many business groups and Chambers of Commerce throughout New Zealand, Australia, Singapore, Malaysia, Brunei and North America. Campbell imparts his key principles of success; and a step-by-step method to leveraging products or service through franchising.

Stephanie Davis – Sales and Organization – Empowerment

Is educated in Psychology, Neuro-Linguistics, Business Management and a powerful psychological system called the Enneagram. She was the top salesperson in a Fortune 500 company before becoming the head of an international training company. Over the past twenty years, Stephanie has created powerful programs and strategies that have resulted in significant increases in sales and market share for companies in the U.S., Canada, Mexico, and South East Asia. She has given thousands of speeches and delivered hundreds of training programs to companies of all sizes. Stephanie also created the 18-week curriculum for the *Leadership Academy - Turning Yesterday's Managers into Tomorrow's Leaders* and taught it for 3 years at National University in San Diego, California. She is currently the Sales and Marketing Manager for e-cosway, one of Asia's leading direct sales organization. She loves education and empowering entrepreneurs, employees and all persons who wish to become more educated in business and human development.

Mal Emery – Information Product Marketing

Is a published best selling author, his most recent book received with great enthusiasm and sales of over ten thousand copies. He has also sold millions of dollars worth of his own published material in the last few years. Over the last 30 years, Mal Emery has bought and sold 20 businesses, some he started from scratch with very little initial investment and others which he built up and on-sold within a very short space of time, typically 20 months, for hundreds of thousands of dollars more than he paid for them. These days, having deliberately departed from traditional businesses, Mal owns several Mail Order companies, specializing in the distribution of on-line and off-line information products. He has enjoyed enormous success in the industry, on one of his more significant days, turning over just under \$100,000.00 for the day. These businesses are highly systemized, freeing up Mal to work on running the business rather than working in it.

Clinton Swaine – Business Simulations

Is the founder of the Millionaire's Market and the Entrepreneurial Empire business simulations. Using an extensive knowledge of game mechanics, psychology, leadership and business management he has created powerful simulations that are used by some of the top investment and business leaders in USA. His simulations cover core concepts relating to building a business from

finding a business idea to working through the six limiting factors stopping any business to dealing with crisis management that can threaten a business at any moment. He is both an entertaining and a powerful speaker who shares his own life's experiences working and developing management tools for over thirty different industries. He has been involved in large projects ranging from golf courses, ski resorts, large subdivisions and various businesses. Clinton is a true entrepreneur that wholeheartedly enjoys sharing his hard-earned experiences with humor, enthusiasm and knowledge.

Ralph Thompson – Business Development – China-American Business Expert

With over 15 years of experience in senior executive management, including company startups, manufacturing operations, project management, and international business strategies, Ralph's experience includes product sourcing and procurement, mass production, quality control, and forming joint alliances and partnerships. He has worked and lived in Asia for 10 years, speaks Mandarin Chinese, and has successfully managed hundreds of strategic negotiations. He has founded over 15 corporations. His alliance includes over 10 USA companies and 25 factories in Asia. Thompson owns Novus Technologies as well as is President of Equidigm Financial Services Group. Ralph is a people person and a bridge builder. His long term vision is to combine his corporate connections and entities together with a complete television network dedicated to promoting positive products and lifestyles that provide global solutions in 5 specific industries, Medical/Health, Education, the Environment, Humanitarian, and Technology. He was educated at BYU Idaho and the University of Utah in Science, Mass Communications, and Broadcasting.

Wendy Tan – Entrepreneurship

Is an embodiment of the Professional Asian businesswoman. She has successfully made several career changes over the years, from sales to accounting to administration and operation, to financial management and marketing. Since 1989, she has been involved in the fire protection and plumbing contracting. Together with her team, she has successfully completed more than RM200 million worth of contracts and the company is still growing by leaps and bounds using the knowledge learned from the *Excellerated* programs. She is now the CEO of Globe Engineering Sdn Bhd and three other subsidiaries – Globe Express Services, Globe M&E Services and Globe Success Learning. She is also the Director of D'World Hair Academy and Alif College. She firmly believes in lifelong education, caring for others and growing the people in and around her business. Her commitment, dedication and determination to uplift professional and personal development in people have been her passion since she attended the *Money & You Program* in 1998 and the *Excellerated Business School for Entrepreneurs* in 1999. She believed in this work so fervently, she put her

personal and financial resources to continue the programs in the English market in the Asia Pacific Region.

Shantelle Gold – Business Communication

Is an educator, trainer, and author. Her company, Corporate Tune-Up Sdn Bhd, has significantly contributed to leading businesses in Australia and South East Asia, resulting in synergized teams, aligned vision and increased productivity. For the past twenty-five years, she has used her business technology to coach thousands of people worldwide. Her technology has helped the likes of Robert Kiyosaki in becoming a world-renown best selling author, and DC Cordova in building her Excellerated Business Schools Organization. She is an excellent Counselor to CEO's and Management and supports them in leading teams to create optimum results.

Carol Dysart – DISC Master – Human Resources Consultant

Has supported Excellerated and its teams in many different ways since first doing *Money & You* and the *Excellerated Business School* for Entrepreneurs with Marshall Thurber, the creator of the program, in 1980. She stayed active in helping promote *Excellerated's* programs and became the co-author with DC Cordova in *Money-Making Systems*, because of her expertise in how to apply the DISC Profiling Systems as a powerful "people-smart system". She also now coordinates business development activities from *Excellerated's* International Headquarters in San Diego. As founder and director of *PeopleSmart Solutions (USA)* both the PeopleSmart Solutions (NZ) team in New Zealand and Dr. Tony Alessandra handles Carol's on-line profiling services. Carol has authored several other books and e-books which are featured in *Excellerated's* shopping cart. Her clients include executives from major companies, universities, corporations, and entrepreneurial organizations in the USA, New Zealand, Malaysia, Singapore, Taiwan and Hong Kong.

Dianne Butler – BSE Production Director – Systems

Is the worldwide Program Director Leader for the *Excellerated Business Schools for Entrepreneurs* and the *Money and You Program*. Her forte is in systems. Dianne works with the *Excellerated* team as they expand their programs throughout the Asia Pacific Region and the world. She has maintained and advanced to excellence all *Excellerated* Production Manuals, which ensure the success of all programs by documenting step-by-step every action to produce excellent results every time, anywhere in the world, in any language. Di has been responsible for the continued success of *Excellerated* Programs in the Chinese language through her documentation and training of Program Directors in a different culture. Her professional background includes having worked as a Secretary in the Prime Minister's Department in Canberra, Australia. She has a teaching degree and Bachelor of Education, she has run Conflict Resolution

Seminars; and has successfully raised a family while building her professions and businesses. She is also a Managing Partner in a Perth law firm with her husband, John Butler, a great advisor and supporter of the *Excellerated* organization.

For more information, Log on: <http://www.excellerated.com>