

# EMZINE /Strategy Platform

*Re-inventing society, organization, and leadership*

1. Target Groups 2
2. Product Offerings 3
3. Offering Propositions 4

## Target groups

The relevance of the Emzine theory stretches across all segments and layers of society. However, at the outset, the following target groups will benefit most from its application.

**I. HR, Executive Search Consultants**

*Focusing on recruitment, executive appraisal, and management development*

**II. Management Consultants**

*Identifying the state of organizations and improving their functioning and capacity to change*

**III. Leadership Coaches**

*Providing a mirror of reflection to improve the functioning of leaders in their environment*

**IV. Leaders**

*Maximizing the functioning of self, organization, and management team*

**V. Stock Analysts**

*Anticipating the evolution of corporate share prices*

**VI. Scientists**

*Searching for new starting points to the explanation of natural and social phenomena*

**VII. Spiritual Leaders**

*Searching for an explanation of today's realities within their spiritual framework*

## Product Offering

As part of a triple-A marketing approach (Acknowledge, Apply and Arise), the Emzine product offering involves three stages. In the first stage, the offering does not respond to the need of a specific target group. Instead, it provides a general feel for the practical consequences of the *Emzine theory*. Stages 2 and 3 deal with the challenges and aims of specific target groups. Except for Stage 3, the first two states can be entered by participants unconditionally. The following is an overview of these stages in relation to the target groups and tools needed.

	<b>Stage 1</b> <i>Acknowledge</i>	<b>Stage 2</b> <i>Apply</i>	<b>Stage 3</b> <i>Arise</i>
<b>Offering</b>	General <u>Emzine Keynote</u> Presentation (½ day)	Focused <u>Emzine Application</u> Seminars (2 days)	Focused <u>Emzine Membership</u> Programs
<b>Focus</b>		<ul style="list-style-type: none"> <li>▪ HR/ES Consultants</li> <li>▪ Mgt Consultants</li> <li>▪ Leadership Coaches</li> <li>▪ Leaders</li> <li>▪ Stock Analysts</li> <li>▪ Scientists</li> <li>▪ Spiritual Leaders</li> </ul>	<ul style="list-style-type: none"> <li>▪ HR/ES Consultants</li> <li>▪ Mgt Consultants</li> <li>▪ Leadership Coaches</li> <li>▪ Leaders</li> <li>▪ Stock Analysts</li> <li>▪ Scientists</li> <li>▪ Spiritual Leaders</li> </ul>
<b>Tools</b>	<ul style="list-style-type: none"> <li>▪ Market-maker contacts</li> <li>▪ Slideshow</li> </ul>	<ul style="list-style-type: none"> <li>▪ Market database</li> <li>▪ Slideshow</li> <li>▪ Workshop manuals</li> <li>▪ ANLE/ANDT Books</li> <li>▪ Application certificate</li> </ul>	<ul style="list-style-type: none"> <li>▪ Subscription admin</li> <li>▪ Overview video</li> <li>▪ IT-supported tests</li> <li>▪ Quarterly publications</li> <li>▪ Annual seminars</li> <li>▪ Emzine artifacts</li> <li>▪ TET Book</li> </ul>

ANLE = A New Leadership Ethos, ANDT = A New Dimension of Time, TET = The Emzine Trail

## Offering Propositions

The proposition for each offering states the specific value-added that participants may expect.

### **Stage 1**

#### General *Emzine* Slideshow Presentation

The slideshow, *Re-inventing Society through a New Leadership Ethos*, illustrates that, in order to resolve the current worldwide crisis, the philosophy and responsibility of leaders must change. It does so based on a truly novel understanding of what society and its evolution are really about (the Emzine theory), an understanding that allows leaders to achieve record levels of organizational efficiency and insight.

### **Stage 2**

#### Focused *Emzine* Application Seminars

The Focused *Emzine* Application Seminars entail workshops in which participants from a specific target group learn to apply the Emzine methodology with the objective to improve their own performance in their line of business or field. In the light of the Emzine theory, participants work on the evaluation of practical cases, cases about their own situation or field which they develop during the workshop.

##### **HR/ES Consultants**

*Focusing on recruitment, executive appraisal, and management development*

This seminar improves the efficacy of HR and Executive Search consultants when it comes to defining an executive search and selection strategy and when it comes to explaining the selection rationale to clients. Participants will acquire a unique ability to base the appraisal of executives on the state of organizational emergence. They will also be able uniquely to distill management-development strategies that are inspired by the evolving needs of a company.

##### **Management Consultants**

*Identifying the state of organizations and improving their functioning and capacity to change*

This seminar uniquely improves the ability of management consultants to assess organizational issues and solutions - qualitatively and, to a certain extent, also quantitatively, by improving their awareness of the primordial features of organizational emergence. Participants will also improve their ability to identify conditions of future success, that is, their ability to do a future diligence. In the light of the Emzine theory, participants will explore ways of improving the structure of their practice and service offerings.

##### **Leadership Coaches**

*Providing a mirror of reflection to improve the functioning of leaders in their environment*

In this seminar, leadership coaches acquire an in-depth understanding of a novel, yet elemental mirror of reflection that takes into account the predominant characteristics of a leader in relation to the state of his or her environment. Participants will also learn how to broaden the awareness of leaders of self through an interview approach that relates the background of leaders to their current perception of self.

### **Leaders**

*Maximizing the functioning of self, organization and management team*

In this seminar, leaders uniquely broaden their insight into their role and functioning relative to the evolving state of their company or organization. They will improve their ability to boost the effectiveness of management teams by new ways of balancing the mix of team members. Participants will also acquire new criteria for the enhancement and review of their company's business-unit and product-offering structures, the related need for leadership qualities, and the outlines of the necessary management-process extension.

### **Stock Analysts**

*Anticipating the evolution of corporate share prices*

In this seminar, stock analysts leaders acquire new fundamental criteria that signal the evolution of corporate share-prices. They also evaluate their forecasting bias and how this might influence their judgment when making such assessments. Because the prospect of growth typically shapes share-price levels, participants learn to identify the features of organizational emergence that influence the innate, yet evolving capacity of corporations to generate growth.

### **Scientists**

*Searching for new starting points to the explanation of natural and social phenomena*

In this seminar, scientists search for new philosophical starting points in their research work in the light of the Emzine theory. The predominant attitude of participants is evaluated in order to improve their chance of success in their field of research. Links with the work of established philosophers are evaluated to arrive at a platform of thinking that gives rise to novel research initiatives. Participants unveil a new dimension of parallels between the sciences which serves as a way to the identification of novel research paths.

### **Spiritual Leaders**

*Searching for an explanation of today's realities within their spiritual framework*

In this seminar, spiritual leaders search for new philosophical starting points consistent with their spiritual framework - in the light of the Emzine theory – that might serve the explanation of day-to-day realities. The predominant attitude of participants is evaluated in order to identify their role in this process. Links with the work of historical spiritual leaders are evaluated in order to arrive at a new and common platform of thinking. Participants evaluate the possibility of a new dimension of parallels between phenomena of religion and science, a dimension that might serve as a novel path to the explanation of realities within (and outside) a body of religious thinking.

## **Stage 3**

### Focused *Emzine* Membership Programs

The Focused *Emzine* Membership Programs aim to sustain the benefits of the Emzine theory for specific target groups by providing subscription services for each target group, which give access to quarterly analyses, reporting of new developments and gatherings in which target-group members synchronize and inspire one another. Access to stage 3 can be obtained through stage 2.