

TECHNOCALAMITY & IMAGE SUPREMACY OF NATIONS

QUADRUPLING EXPORTS - 2016-2020

National strategy & master execution plan for innovative excellence
Deployment of new global skill sets and technology to multiply exports
Selection of the top entrepreneurial national talents to show case on global stage
Pragmatic and logical methodologies for high affordable solutions

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A WHITE PAPER - PUBLISHED BY MENTORIAN – SEPTEMBER 2015

Mentorian is a world-class assembly of 100 plus mentors; leaders, founders, coaches skilled in various global age issues and also Master Trainers in Image Supremacy Protocols and innovative excellence

Mentorian is also a think tank on various global age entrepreneurial issues and debates on bold ideas on how to bring prosperity and alter local GDP.

The Mentorian program is already equipped and ready to transform 100 -10000 Entrepreneurs into global age experts in simultaneous synchronization on a fast track basis and alter local GDP

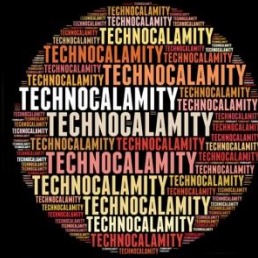
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“...when the tsunami of free technologies makes organizations look increasingly outdated, the same tsunamis can quadruple exports, innovative excellence and catapult into image supremacy...this makes **technocalamity** a new global age phenomena...”

Naseem Javed -Keynote lecture - Digital Media Forum - Dubai - March 2015

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QUADRUPLING EXPORTS - 2016-2020

NATIONAL STRATEGY & MASTER EXECUTION PLAN FOR THE NATION - TIMELINES: 2016-2020

A White Paper

BRIEF EXECUTIVE SUMMARY:

How overflow of massive and almost free technology is now challenging our own skill gaps?

How deployment of such mega forces can bring prosperity and alter local GDP?

How quadrupling exports will achieve image supremacy of the nation?

How a master execution plan based on 2016 -2020 timelines will ensure success?

Fact: The world can easily absorb unlimited amount of exports in so many vertical markets.

Fact: The well designed and quality goods are worthy of such quadrupled volumes.

Fact: The entrepreneurial talent of a country is capable of such tasks.

Fact: The new global age skills and execution styles are the serious missing links.

MORE NEW GLOBAL AGE FACTS

A Crossroad: The world is at a crossroad; one way leading towards dark fog, the other to bright sunshine and clarity. The obvious path is not an easy choice as it seems more are determined to chase the dark fog, but why? The road to clarity and prosperity is so wide open.

A Divided World: One half of the business world leaders are always winning as they are always playing by the rules – the other half of the business world leaders are always losing and not even aware that such rules exist. Open any old thick, glossy trade magazine and the proof is right there.

The Age of Scarcity: Last century, whatever you produced, with some spotlighting, would work wonders, and simple hard work made you successful.

The Age of Abundance: This century, whatever you produce, there are already thousands of others with similar or better ideas and nothing seems to work; best ideas are stuck and collecting dust.

A New Global Age of Image Supremacy: A new age is upon us, as without image supremacy of innovation, excellence and performance, ideas are often already dead on arrival. A massive realignment is required to configure new age skills and new thought leadership

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Objectives: Leadership Role of Export Promotion Bodies

Selection of top percentile exporters from various sectors wishing to enter the global arena
Rigorous special training of selected applicants and transforming them into global age players
Long-term continuity by training special teams in exportability and image supremacy
Selection of diversified entrepreneurial talent and next generation super champions

The Export Leadership Program: three major steps

Leadership in exportability and innovative excellence can ensure four times the results.
These programs are calibrated for combative training exclusively for founders, owners, and next generation entrepreneurs and decision makers.

The phase one of the program is formatted to create dynamic exchange of new ideas, discussions and debates under watchful eyes of Image Supremacy Master Trainers and create full awareness of the global landscape.

The second phase is one-on-one coaching of a predetermined, spread out timeline, embedded with monthly, weekly or daily reviews to keep the taps on with progressive ideas.

The third phase is full support to train internal teams of selected participants via video-conferencing and online video training with highly pertinent and related contents. All phases are integrated to provide highly rich and world-class seamless learning experiences.

Phase 1: Philosophy

Understanding the philosophical side of the new global age. Participants must become conversant with the global age concepts of 'extreme value creation' and 'extreme image generation.' In order to achieve any global spotlight and image supremacy, they must appreciate the new challenges of the 'age of abundance.' Furthermore, they must discover the real value of 'soft power asset management' versus 'hard assets centrality.'

Phase 2: Performance

Learn the new global age issues, learn deployment of the 'four-dimensional thinking and execution' to cope with new global age strategies, receive coaching on how to achieve in 365 hours what is normally achieved in 365 days. Acquire organizational training on how to operate like a multinational operation on existing budgets.

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Phase 3: Perpetuity

The program is perpetual, calibrated to absorb full spectrum of the business cycles, and offers three distinct innovative formats to ensure proper implementation and sets the stage for successful returns. All phases can be simultaneously deployed in various vertical or cross sectors in selected cities, a team of 100 Master Trainers, and experts in Image Supremacy Protocols from the West are ready and can be mobilized with full support and course material on 100 days notice.

Key benefits: Phase One

How to deploy 'soft power asset management' and create four times the profitability?

How 'extreme value creation' can add four times the competitive advantages?

How 'extreme image generation' can create four times the needed visibility?

How 'auto-multinationalisation' can open four times faster the new global markets?

5 Days = 5 Years

This special methodology of engaging with the 14 business dimensions of The Image Supremacy Protocols for improved exportability, generates in five days decision-making options and strategies that each applicant would normally encounter over the coming 5 years. This live action debate and real time engagement at times creates a kind of 'stock-market-trading floor-frenzy' and gives the participant unusual opportunities to engage debate, to be in win or lose situations. All this results in a new level of confidence and understanding about the new global age challenges, realities and execution options

Global-age Execution: Do in **365 HOURS** what normally takes **365 DAYS** to achieve and experience new thinking to speed progress.

Global-age Thinking: Operate like mega multinationals; often with no extra expense, by leveraging soft power asset management to release unlimited power

Global-age Knowledge: Identify and implement Image Supremacy Protocols. Know how 100 prescribed procedures can bring positive change and a global perspective to any enterprise seeking rapid national or global expansion

CERTIFICATE PROGRAM: After successful completion a Certificate is issued

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Key Benefits Phases two and three

Role of Image Supremacy Protocols

To provide turnkey 'exportability leadership training programs' across the selected teams of the country and transform 2,000 owners of mid-large exporters into new global age players. Given the right conditions, guarantee the increased human development and exportability performance. Calibrate, curate and customize the expansion of the program to quadruple exports by 2020.

Role of Export Promotion Bodies

Introduce the concept to top leadership of each of the major Chambers and also the Association. Invite the leadership to participate in a Panel discussion and identify top percentile candidates wishing to enlarge their global reach. Let various Chambers' and associations' leadership share these ideas with their respective memberships and spread the wisdom of program

New Global Age Solutions

With 100 emerging countries already in the race to capture global attention and business, the Image Supremacy Protocols Master teams are also ready to deploy special training programs in selected countries designed to rapidly transform 200-2,000 leading midsize entrepreneurial organizations and exporters into global age super star champions.

Next steps: National leadership agenda and timelines

Upon response from local or national export and entrepreneurial development bodies fine tuned proposals will be discussed, indicating timelines, turnkey procedures and provisions of hands on management teams. Send enquiries to: Kristal Wallis kw@mentorian.com

END OF EXECUTIVE SUMMARY

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The Big Picture – Technocalamity - A White Paper

How technocalamity helps quadrupling exports and achieve image supremacy of the nation?

Overview:

When each and every one of your interactions with technology is being measured, recorded and added to an advancing digital tsunami, a new world of massive disruptions erupts. Remember the shift during the first desk top revolution. Every disruption opens new opportunities.

When boundary-less, intricate, global business practices proliferate, either to make you instantly super successful or crush your empire in slow death, a new world of mega winners and majority losers becomes a reality. The world is wide open like endless boulevards with opportunities lined up on both sides. Decades ago, we went to trade shows to find customers. Today there are 5 billion online.

Round- the- clock global races for national image supremacy make obsolete the conventional local 9-5 working and thinking. These global, time sensitive races shrink the overstretched Julian calendar -based timelines and make holidays out dated and unproductive. A new world of non-stop execution and super speed action becomes a new norm. Imagine month- long shut down of plants and slow mode seasonal office routines as a thing of the past. There is no such thing as 9-5 but rather 24 hours of constant 'sun rising' somewhere around the world.

The 3rd Decade of the 3rd Millennium

In about the next 1500 days, the 3rd decade of the 3rd millennium starts; what does this mean? After the big fanfare at the end of year 2000, the first decade of the new millennium brought questionable wars. The second decade followed with national calamities and massive bailouts. This 3rd decade is poised to either bring down major economies or catapult them back into glory days. Both are possible but require deeper understanding of the new landscape, as new rules apply.

Technocalamity is now a reality. As global age competition, and availability of massive access to almost-free, technologically advanced processes to expand businesses, now challenges core competency of management. Now this skill gaps issues demand proof of new global age literacy to get qualified for the helm. Across the globe there are hundreds of millions of unprepared businesses demonstrating lack of practice, absence of engagement, and organization-wide mediocrity in their relative market places. Their domestic economies are also losing their edge on a fast track. The export expansion races amongst nations are increasingly very tough and only the very best will survive.

Following are key observations, strategies and pragmatic solutions to cope with current realities.

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Firstly, the three questions: no one dares to ask

Literacy Question: Are we increasingly becoming too illiterate to read into the future?

New global age thinking and skill gaps: Why there is so much tension, confusion and disconnect amongst leaders of businesses all over the world? Either the processes have become too complicated or have we become somewhat illiterate. Either way, we fail to fully appreciate the business and social landscape. During the Print Society in 1900, when words were power, only the privileged had access to the printed knowledge conferring power. The privileged were the literate. This same scenario, is occurring now, 120 years later, as the thousands of options and technologically advanced processes freely available are accessible only to the highly literate who read between the lines and connect the dots, while the rest of the population watches as amazed spectators.

Job-Creation Question:

Can universities really create global age innovative entrepreneurialism and next generation leaders?

Mass creation of “job-creators” vs. “job-seekers”: Over the years, universities successfully produced millions of MBAs, but how many million entrepreneurs did they create? The main reason entrepreneurialism is not fertilized in lush grassed pathways of universities, is because entrepreneurs won't be trained by rigid syllabuses. They roam, discover, and look behind stone walls. They see opportunities invisible to common herds, or the esteemed faculties. Is it possible to re-train faculties and for them to understand true ‘job-creators’ and distinguish them from ‘job seekers’?

Nationalism Question:

If the entrepreneurial gene is widespread and massive job creation can only be solved by entrepreneurs, why is a nationwide program is not top of the country's national agenda?

Innovative Excellence and global competitiveness: Entrepreneurs, with few exceptions, are born with certain types of personality traits and emotional make-up. In the right mix, those traits can catapult entrepreneurs to amazing performances. To create superstar, next-generation entrepreneurs, business owner's families may provide the right entrepreneurial juices from the early ages. Yet, even the best of the best business families may fail in creating successful succession. It's also a fact that most successful business owners around the world today had no formal education, experience, or training in the business they created. This proves that any entrepreneurial type, out of box, risk- taking personality is sufficient to start on a right trajectory for bigger and bolder successes. On the other hand, entrepreneurs have been most feared because they are risk takers and were rejected when requesting early support and finances. **They were rejected as outside the box.**

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Today the 'world' is outside the box.

Now it's the world that's outside the box. Deniers are being crushed. Nations with bold and open dialogue on new age entrepreneurialism, and a country-wide program under manifesto can ensure their image supremacy of innovative excellence in the global market place, otherwise they too become irrelevant. .. Creation of a top national agenda is in order. What took so long?

The Big Picture: New Global Age Landscape for Mass Creation of Superstar Entrepreneurialism

The entire world is wrapped in the internet of everything. It has morphed into measuring everything and consumes all 'passive or active touch points' of our daily working and living routines. The big data feedback and real time processing will create new lifestyle thinking, working and business modeling. There will be mega shifts of rediscoveries on who we are, what our real skills and talents are, what and why we are doing what we do every day and for what returns? The massive global realignments and reinventing opportunities, both on personal development and corporate reorganization level, never before imagined on scales never previously executed, will emerge. **We are crossing a chasm;** it's deep, undecipherable and embedded with massive disruptions and yet stacked with the most and amazing opportunities.

The 2020: A Twenty-Faceted Future Unfolds

Approaching 2020, the new global age and fully mobile society wrapped in the internet of everything simply declares the traditional office and 9-5 work model useless. It will create new types of working-lifestyle-habitats, shaking down the centuries old work habits and office working models. The corporate centrality of downtown business complexes loses its grips in 10,000 cities as new routines and habits impacting 'on demand productivity' and 'shared services' cascade. These new routines eliminate the concepts of typical office jobs, weekly payroll and bureaucratic hierarchies transforming into likes of advance level 'gig economy'. This will thrive amongst clusters of on-demand, online, skill exchanges making 'self-trained', 'self-employed' and 'self-occupied' the largest working groups. Just like a gemologist can better appreciate the cut of a diamond a mastery of global age understanding is a prerequisite to decipher the unfolding of a multi-faceted future.

While on the other side, the age of abundance will continuously drown mediocrity and shred weaker business models, the constant overflow of great globally accessible and affordable ideas will crush parochial thinking and single-sided nationalism. The global-age culture will dominate and force reevaluation of everything. Superstar entrepreneurialism will be the most desired model.

All this combined has now created a new kind of cyclone on the horizon, something that the corporate nomenclature buzz and media pundits are still years away from finding the right 'name' for. The most skilled in global age entrepreneurialism and innovative excellence are trying to get realigned to face the new realities. When in 2020 and looking back to present times, the global business landscape would be unrecognizable in all aspects.

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The Seven Societies: How 100 years of evolution has landed us in a technoclamiy?

This era of corporate technoclamiy is the accumulation of the last 100 years progress, yet it now challenges our personal development, our own global age skills and our confidence level in coping with the surroundings. Future issues can only be solved with futuristic thinking and tools. Therefore, continuous and highly appropriate training is essential. Like test pilots breaking the sound barrier are constantly under training, all must be fully at ease flying intricate equipment. Today the majority of senior executives are not fully aware of the technoclamiy; the highly integrated and complex fusion of products and services colliding with global market places and constant emergence of new technologies.

During the Print Society in 1900, when printed word was power, literacy was perquisite and only the privileged had access to knowledge, a similar scenario 120 years later, is occurring today, as the thousands of options are only open to the highly literate who read between the lines and connect the dots, while the rest of the population watches as amazed spectators.

The Radio Society made its impact after a quarter century. It brought information freely available to the air, music to tap dance on assembly line floors. The 'voice' started creating radio-personalities with opinions and this opinion leadership in public became noticeable. There were 5 other major societies, TV Society, which brought live action dramas, and started the colorful consumerism, Telecom Society shorthanded distance and created standardization, Computer Society created miniaturization and sense of accuracy, Cyber Society brought the world to the desk and started the diffusion between work and other lifestyles. We just left the Click Society, which brought the world into our pockets and seriously disrupted the traditional work model.

Two important things: the first four societies took almost a century to unfold, while the last three took only a quarter century to unfold which means we will be landing in a brand new society by 2020. Second, the impact of this phase will be the extreme combination of all the last three societies. Our new society is a metamorphosis challenging our daily work model, something we have not experienced in the last 200 years. The change from a regimented work day to fully free flowing work and rest life styles will dramatically shift habits in lifestyle and entails major psychological adjustments.

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Geo-Entrepreneurial Transformation: new global ideologies for creative interdependencies

Transformation from 'hard asset centrality' where most decisions are based on hard-wired mentality towards 'existing assets on the floor,' and where options are often limited by severe cost cutting and short term profit demands... to 'soft power asset management' where entrepreneurial skills connect major dots around innovative excellence and global execution and support 'out of the box' thinking.

Examples of soft power asset management and innovative excellence

UBER, is the world largest taxi service without owning a single vehicle

FACEBOOK, the largest social media without producing any of its own content

ALIBABA, the world largest retailer with a single warehouse

AIRBNB, the biggest hotel provider without a single hotel

Examples of hard asset management and its entrapments

The American auto sector and the bankruptcy of Detroit, despite all the funding and bail outs, simply stayed locked in old hard assets and ignored the global age over decades. Some 100 million big and small plants are struggling with cost cutting experts and trying to produce mediocre unsellable inventories locked in hard assets they await their demise.

Transformation from the old mentality of spreading out comfortably on a yearly plan spanning 365 days to a rapid fire contracting and attempting to achieve the same goals in 365 hours. The world is moving at a hyper-accelerated pace and will not stop for anyone. Current calendars and day timer scheduling models are just not designed for the global age thinking and execution.

There is no such thing as 9-5 but rather 24 hours of constant 'sun rising' somewhere around the world.

Transformation from the 'schlocky' mentality of producing faster, cheaper, goods and services into a new global age thinking and new 'perfectionist' ideology of 'extreme value creation' fully supported in parallel with 'extreme image generation.' Ideas, good or bad simply die, due to lack of quality and equally die for lack of global image and positioning, but when both processes are deployed in parallel, image supremacy and innovative excellence success starts to take shape. Currently swamped in the age of abundance, 'undervalued' goods and services being offered in 'overvalued' and excessive packaging have only brought the majority of businesses of today to their knees. The rules of engagement with the image supremacy protocols must be on the forefront for any survival.

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Mass Fertilization: Superstar Entrepreneurialism

Armies of entrepreneurs can be created just like creating MBAs but this demands a mega shift in thinking, knowledge, and execution at the deep end of the organizational structures and academic corridors.

When 'out of box' independence and 'risk taking' become a positive part of a national agenda
When failure gets scored as series of worthy experiences and not as a lost cause
When entrepreneurs under a national agenda are recognized as a part of a nation's assets
When self-employed are given the same or more accreditation as any other professional
When risk-takers are showcased and not left in the backroom to be judged by other professionals
When job-creators get rewarded and not overtaxed with extra paper work as punishment
When entrepreneurs are asked to design major government programs on job-creation
When non-job-creators are deemed less skillful in teaching entrepreneurialism by the book

During last-century America, difficult, unpredictable and unimaginable behavior and execution was considered as innovative excellence and applauded. Failures became part of the learning experiences as an asset and not a liability. Around the world, no other experiment of human endurance has been as successful as the story of American people and their drive to free enterprise and entrepreneurialism. Now lost in abstract economy, it still offers the best-trained and educated entrepreneurial citizenry and still provides the best trained minds and rapid-expansion national and global combinations compared to other nations.

The Fears: Why society fears entrepreneurialism

The largest majority of families around the world want their children to get a good education, so they could secure good jobs. There is nothing wrong in this noble feat. There is also nothing wrong when societies all over the world scare the hell out of their youth by preaching about job security and avoiding risk taking...the masses of the world are hard-wired for risk aversion. But, there is something terribly wrong in the foresight as the world increasingly becomes 'out of the box' and 'soft power centric.' Families should be encouraged to view long term job security as passé and start a new culture of risk-taking from the early childhood.

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The Failures: Why failure is considered so bad.

No 'world series' of any kind, in any sport, would be at all possible if each competing team won each and every time. Some win and some lose, but both are champions. The most powerful players have occasionally lost the most important games during the most critical times. None of those players were fired on the spot and unlike the corporate world, they were given extra support to overcome their defeats and use their losing experiences as most critical bench marks. Why is the sporting world so different? It is because the controlling industry has accepted the rules of winning as a process via managing losing. There is no team in the world that wins each and every game ever played. When will a national agenda treat the journey of an entrepreneur as a game of winning, and at times losing, but in either case creating respect and appreciation for the number of games played?

The Billion: A new world of billion new entrepreneurs

Nation building can be bifurcated either by simply creating a cheaper labor force and continuously eliminating the middle class or by creating entrepreneurs to shake down all the barriers and create a new level of prosperity impacting local GDP

Fact: Governments all over the world got interested into SMEs especially during last decade. Efforts, around the world have been initiated and new global buzz is 'innovation, incubation and entrepreneurs' How far these efforts will go and what point will the supporting teams be fully integrated with the true spirit of new global age entrepreneurialism and great success stories is still wide open.

Harsh Realities: Now facing the truth

Can Mount Everest climbers be trained by librarians or scholars? If a School of Surgeons has no room for Accountants or Master Chefs to deliver training, then what new measures will universities and other entrepreneurial programs have to deploy to ensure the quality of pure and natural entrepreneurial fertilization and execution?

Politicians and senior bureaucrats, with powerful, multiple degrees, are all trying to create entrepreneurs. A massive number of gatekeepers of the entrepreneurship, SME and incubator programs all over the world that are in the driving seats of local and national 'touch points' of major job creation programs. All such efforts require experienced entrepreneurial powers and execution skills. Imagine a nation where experienced entrepreneurs all across the nation were responsible for creating entrepreneurialism on a large national scale. Imagine they create a rich and deep system of rapid growth and prosperity? If superstar entrepreneurialism were to save the day, the time for action is now. An open call to all the entrepreneurs of the nation, big or small, irrespective of their success or failures to come forward with their experiences and be recognized as national asset.

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Case Studies: Why burn the case studies? If creating new business based on other peoples' case studies was that easy and could be taught via class room theories, there would already be 10,000 companies like Apple, Google or Starbucks.

Fact: Some USD100 million are wasted each year in buying dark color furniture and fancy espresso machines, in support of crazy dreams like becoming another chain like Starbucks. The majority fail within first year. Why?

The case study dependency is the most flawed teaching doctrine, a safe play. It is a serious fallacy to cover up lack of new knowledge and avoid any risk taking or out of box innovative excellence while cypocattng with mediocrity. None of the original top star entrepreneurial businesses started out with a case study. To become a legend, originality and innovative excellence is the only path. Only feeble minds gravitate to cypocattng.

New World of 'Entrepreneurial Certification':

Fact: The world of highly qualified professionals, from engineers to doctors, programmers to accountants, work for an organization created by an entrepreneur. Irrespective of their performance their professional certification stays high on the pedestal, protected and acknowledged as such, how come highly experienced entrepreneurs unless become super wealthy are never treated in the same spotlight.

THE NATIONAL MANIFESTO: the creation of a nation of winners

Discover the real and true depth of national entrepreneurial forces

Identify experiences, certify global age skills, and reward warriors

Declare immunity to entrepreneurial failures, acknowledge entrepreneurial perpetuity

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National Entrepreneurial Index: discovery of the national treasures

How can a nation charge ahead with its entrepreneurial citizenry? History is packed with thousands of examples of when villagers, or citizens from a metropolis, banded together and devised systems to attract tourism or develop ideas for global exports. Now this is what's required on a massive national scale. Current SME or incubation programs are mainly annual photo-ops to stage feel-good events and reward local mediocrity. It now calls for a national agenda. Federal Ministry of Entrepreneurs managing the talent and altering the national GDP. Today, which other professional group, on a national scale, will have so rich a talent and so powerful a will to lead the country in such competitive global races?

If each and every self-employed person, irrespective of success, were identified based on experiences and added to a national index as national treasure, they could be given immediate recognition and support, as well as incubation for any idea worthy of expansion. They could be allowed easy access to other professionals and other types of certified non-job-creators to build entrepreneurial businesses.

The size and parameters of the index will measure the entrepreneurial experiences and power of the citizenry. Current indices primarily measure successful businesses and measure tax collection and its contribution but not the missed opportunities and soft power assets.

A national index program would be required to count every person in the nation who has ever been self-employed or a job creator, to identify, certify and later mobilized as part of a massive national program. Currently only very successful entrepreneurs enjoy this luxury and they are the ones who least need it. It's the un-discovered, struggling entrepreneurial component, rejected and shunned at financial institutions for being considered high risk, which are the hidden entrepreneurial powers. Identifying all entrepreneurs of the nation and mobilizing them on a grand scale will allow them to expand businesses in any direction they feel is their call. Current programs have no set up, tools, or the knowledge to tackle such massive mobilization. Unless there is national policy this will not happen.

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Entrepreneur's Certification: Why this certification symbolism required for non-job-creators

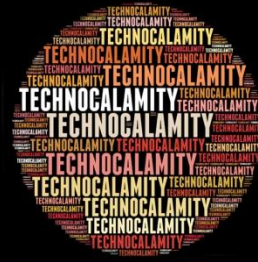
Mathematically speaking, it can be proven that entrepreneurial powers in any quality and quantity can only be fertilized as part of an improved performance by the nation. Registering this progress can play a very important psychological role in the race for innovative excellence.

Entrepreneurs by virtue of their genomes neither work towards a certification nor desire one; they are result driven vs. certification driven. But, on the other hand, the majority of citizenry heavily depend on certification as a primary tool for job security. They must come to terms with and recognize 'entrepreneurial certification' as something of great value. A national objective should be to recognize 'risk-takers' or 'job-creators' as champions of their crafts can shift the mindset. During the last century, all risk-takers were glorified, but during the last few decades, the supremacy of education, specialization and high earning potentials shifted the notion and certified professional earned the upper edge.

This compilation, a national database, created from a simple or a very intricate indexing, can tabulate national entrepreneurs and their progress. Traditionally all such data collection is designed for economical analysis and more related to tax-collection. But this proposed Index should be a super-user friendly, marketing driven, public access data to be used by local SME and global enterprises poised to play even bigger roles from where they originally started. Such a date base must include all other related, existing and previous, active or inactive entrepreneurs and their ventures to create a national pool of entrepreneurial knowledge and skill sets. It must certify each one who has been successful and also those whose ideas or businesses failed, because of the value of their risk-taking and experiences during the process.

This certification is less important for the successful entrepreneurs but far more important for the non-entrepreneurial sector of the national population. The nation must come to acknowledge the value of being entrepreneurs any time in ones' life, just like the society has successfully respected other professions like accountants, lawyers, doctors and engineers. Their certifications got them attention, preferred funding and respect, even if they did not performed well in their professional practice. In comparison, if you study closely what happens to struggling entrepreneurs and to the ones who lost their ventures, very different sets of rejections come into play. A 'professional practice' on the other hand, the majority of times, can fail many times often without having a crack in market acceptance and reputation, while normally an entrepreneur upon any type of a single failure is shuttered downs for years or forever. The idea is not to assemble failed entrepreneurs but rather an assembly of 'experienced entrepreneurs' of the nation.

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The entrepreneurial certification should play a critical role in assessing any entrepreneurs acting as a self-employed individual or a member of an organization who should be entitled to receive appropriate respect and acknowledgment of special skill sets.

Why the realignment of banking and financial services is critical on the frontline handling and managing with new aptitudes to handle entrepreneurial issues. Just like a young graduate dentist or a plumber, without a single day of experience of being self-employed, can walk in any bank and get a million dollar credit line, no question asked, entrepreneurs with several solid experiences should be treated as worthy and with appropriate courtesies as a national asset.

The Forums: “The Year of the Entrepreneurs”

The hundreds of nations, with their typical, single day annual ‘entrepreneurial’ photo op event with hollow content, never provided ongoing continuity to the cause. Now nations must replace the ‘entrepreneurial week’ with a full ‘year of the entrepreneurs’ and mobilize hundreds of events on a local and national basis. They must bring subject matter and contents to a 24-7- 365 live, streaming, year-round prominence, providing the best educational and thought leadership strategy.

Following are the programs, course materials and deployment of new global age skills necessary to quadruple exports and innovative excellence



IMAGE SUPREMACY PROTOCOLS

Subjects and Course Material - Contents - Focus - Philosophy

Hierarchy of Ownership:

Entrepreneurial thinking to make each process or program offered by the enterprise measured in terms of ownership towards its responsibilities and execution with specific rewards

Hierarchy of Operations:

Execution styles and delegation of authority and clarity to achieve innovative excellence

Hierarchy of Value Creation:

Extreme value creation to ensure distinction in the local or global market place

Hierarchy of Image Generation:

Extreme image generation to get the national or global spotlight

Sphere of Innovation:

Exploration of the center of gravity of innovative leadership to deploy for maximum benefits

Sphere of Marketing:

Definitions of new global age marketing and how to stay afloat in global cyber branding

Sphere of Promise:

How can the delivery of the promises supersede expectations?

Sphere of Finance:

River flows or dams on funding and unlimited growth and resource balancing issues

Dimensions of Nomenclature:

Clarity or confusion among too many or too little existing name brand identities

Dimensions of Expansion:

How limitless is expansion, how far one can see and how far one can go?

Dimension of 24-7-365:

How well the key operations perform round the clock with fascinating ease

Dimensions of Digitization

How massive miniaturization, portability and massive compression of data will play out

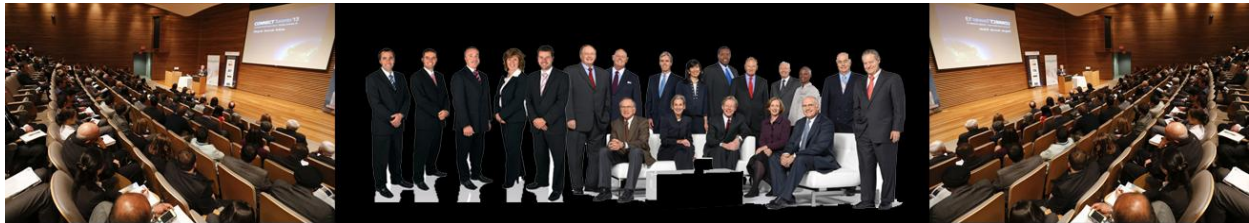
Dimensions of Customers:

Who is buying and who is selling, the art of sales and advancements

Dimensions of Teams:

How are the teams build, how do they perform and what are the challenges?

THE IMAGE SUPREMACY PROTOCOLS – OCTAGON FORMATION - TEAM LEADERS – FACULTY



Jeffrey Alan Lovelace MBA Massachusetts USA
Expertise: creative business expansion strategies, international markets
Experiences: high performance, innovative processes, technology & management
Education: MBA American University Washington, D.C.
Extra: Author, speaker



Richard M. Highsmith M.S. Florida, USA
Expertise: Entrepreneurship, guest lecturer at Harvard Business School
Experience: HP, NCR, BP, NASA, Siemens, Merck, Baxter, Novartis, Pfizer, Deloitte
Education: M.S., Community Psychology, University of Central Florida
Extra: Author, speaker



Linda Shaffer-Vanaria M Sc. California USA

Expertise: Leadership performances leap team. Elite team of 40 change agents

Experiences: U.S. Navy Pilot –Squadron Commander - enterprise coaching

Education: M.Sc. Aviation Systems University of Tennessee, Space Institute

Extra: Author, speaker

Special Assistant to Naseem Javed on Corporate Affairs – USA



Thomas Erickson MA California USA

Expertise: management development, coaching and consulting

Experiences: Certified Trainer - Kepner Trego, Leadership Circle 360

Education: MA - Organizational Management

Extra: Author, speaker



Jonathan Jordan M.S. Florida, USA

Expertise: Mass change agent, organizational re-engineering, finance

Experience: Award- McDonald's global HR work, million employees, 120 countries.

Education: Master of Science, Social Science, Florida State University USA

Extra: Author, speaker



Dr. Kim Malloy PhD California USA

Expertise: Six sigma performance management, culture change specialist

Experiences: DuPont, Toyota, Merck, Kia, Kroger Foods, LG, Pfizer, Genentech Education: PhD

Industrial-Organizational Psychology: Alliant University California

Extra: Author, speaker

Special Assistant to Naseem Javed on Corporate Affairs – Asia



Patricia Noonan MPA Colorado USA

Expertise: Moving leaders forward in organizational and strategic competencies

Experiences: multi-national companies, designing processes to foster growth Education: MPA

Organizational Development San Diego University California

Extra: Author, speaker



Clare Novak MA Pennsylvania USA

Expertise: Leadership development and mentoring for success

Experience: Healthcare, Hospitality, Financial, Pharmaceuticals. Electric Utility, Oil

Education: MA Wake Forest University, PhD in progress University of Kansas, USA

Extra: Author, speaker

Special Assistant to Naseem Javed on Corporate Affairs – Export Development Projects



Dr. Drumm McNaughton PhD California USA

Expertise: management consulting, strategy and change management

Experience: Trident University, managed 24 faculty, 40 sections, 1000 MBA students

Education: Ph.D., Human - Organization Systems Fielding Institute, Santa Barbara, CA

Extra: Author, speaker



Julie Ann McManus MA Ohio USA

Expertise: Internationally-accomplished senior consultant, practitioner in enterprise

Experience: Train leaders, challenge leaders, engage leaders

Education: MA in Industrial/Organization Psychology Illinois State University

Extra: Author, speaker

Special Assistant to Naseem Javed on Corporate Affairs – Africa



Debra Sue Westlake M A Florida USA

Expertise: Management change and expansion

Experience: Wide experience in organizational training and international expansion

Education: M A University of Utah, University of Phoenix, Salt Lake City, USA

Extra: Author, speaker



Kevin C Pitts MBA New Jersey USA

Expertise: design and develop epic events that create a shift in leadership practices

Experience: SABIC, Kimberly-Clark, P&G, Unilever, AT&T, Panasonic, DuPont,

Education: MBA University of Virginia USA

Extra: Author, Speaker



Dr. Richard Schuttler, Ph.D Arizona, U.S.

Expertise: intellectually disciplined in applying higher-order thinking skill sets.

Experience: Mass trainings, Ministry of Health, Muscat, Fortune 1000 organizations

Education: PhD- Applied Management and Decision Sciences Walden University, USA

Extra: Author, speaker



Dr. Gerald G. Polesky PhD Arizona USA

Expertise: Motivator, original implementers of Six Sigma into General Electric

Experience: Authority in Entrepreneurship, Innovation and Creativity

Education: Doctorate in Organizational Development and Behavior

Extra: Author, speaker



Dr. Isabel Marlene Thorn PhD Maryland USA

Expertise: Strategic Leadership and Change Management

Experience: Senior Role, International Monetary Fund, DC and global offices.

Education: PhD University of Maryland

Extra: Author, speaker



Dr. Sarah Layton PhD. Florida USA

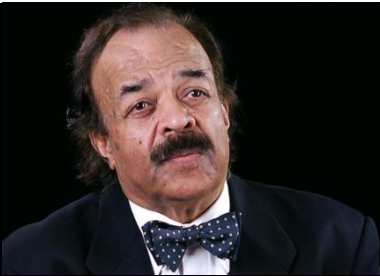
Expertise: business development, multi-billion dollar operations, worldwide experience

Experience: Senior management leadership on innovation and performance

Education: Doctorate in Business Administration, Huizenga Florida

Extra: Author, speaker

Special Assistant to Naseem Javed on Corporate Affairs – India



Naseem Javed Toronto - Canada

Team Leader: Image Supremacy Protocols – Octagon Formation

Founder: Image Supremacy Movement

IMAGE SUPREMACY



Written for heads of states, leaders of organizations, entrepreneurs,
movers and shakers of agendas and all those in search of prosperity and global spotlight.

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BOOK ONE

The New Stage



BOOK TWO

The New Players



BOOK THREE

The New Backdrops



BOOK FOUR

The New Acts



CHAPTER ONE

Supremacy-Centric World
How to Achieve
Global Spotlight?



CHAPTER TWO

New Image Nationalism
Why Is Image
Nationalism Necessary?



CHAPTER THREE

New Animal Kingdom
What Are Good Animalistic
Behaviors Among Nations?



CHAPTER FOUR

Supremacy of Knowledge
How to Nurture
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CHAPTER FIVE

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CHAPTER EIGHT

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CHAPTER NINE

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Why Do Special Teams
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CHAPTER TEN

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CHAPTER ELEVEN

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How Right Planning Brings
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CHAPTER TWELVE

Supremacy Testing
Where Are the Secrets
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CHAPTER THIRTEEN

Cost Elimination up to 95%
How to Create Unlimited
Funding and Cash Flow?



CHAPTER FOURTEEN

New-Name Economy
How to Create Market
Domination Via Name Identity?



CHAPTER FIFTEEN

Branding Entrapments
How to Discover Mega
Savings in Current Budgets?



CHAPTER SIXTEEN

Naming Entrapments
How to Become
a Global Naming Expert?



CHAPTER SEVENTEEN

Virtual Entrapments
How to Monetize with
Free E-Commerce Tools



CHAPTER EIGHTEEN

Five-Star Naming Standard
Why Is Name Ownership
the Ultimate Game?



CHAPTER NINETEEN

New Global-Image Shifts
Why There Are Global
Shifts of Talents?



CHAPTER TWENTY

ICANN Dot Name Supremacy
How to Create Billion
Dollar Domain Name Babies?



CHAPTER TWENTY ONE

New-Age Digital Supremacy
How to Minimize
for Maximum Impact?



CHAPTER TWENTY TWO

Laws of Image Supremacy
How to Discover New
Powers & Comfort Zones?



CHAPTER TWENTY THREE

Protocols & 100 Tasks
How to Create
Grand Scale Prosperity?



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SUPREMACY PROTOCOLS

Supremacy Protocols create crystallized formation of image leadership functioning at an optimal level. A total of 100 prescribed tasks are applied to create peak performance where various model manifests into a visible form. This type of formation is easily understood across teams as each model solidifies into a high performance competitive structure with commanding presence. This chart sets the preliminary overlay of the organizational processes as their synchronization will offer image supremacy. There are three phases: *Pyramids of Power, Spheres of Continuity and Cubes of Expansion* as they overlap to construct master guidelines and strategies.

The Ownership Hierarchy ORIGINALITY:

Ownership is clear and unchallenged about its mandate of creating superiority of performance; centrality of image becomes paramount and uncontested. The best shareholder performers are given the spotlight, while the best managers are responsible for the image and identity execution. Stakeholders become passionate experts in global image and marketing matters. The ownership is fully aware of its ultimate image and its rewards.

The Operational Hierarchy FOCUS:

Teams are assembled around functionality and mental uniformity. This force crystallizes into deep problem solving and ultra-high performance for advanced tasks. Each member is a potential leader stepping into their inner hidden strengths. As this mode of operation spreads across the organization, high-performance becomes effortless and commonplace. This is the manifestation of theory into practice; the solidified mission, a mandate in action.

The Value Hierarchy PASSION:

The organization separates from the crowd and attaches a relentless value creation as its core function. The value creations of ideas are strategically transferred to the minds of the end-user. Hard work and volume are replaced by high efficiency and mass satisfaction of the result. Perfection becomes beyond competitive philosophy. Value creation and image superiority is internally originated and defined; outside influences become irrelevant.

The Image Hierarchy LONGEVITY:

A distinct, desired image with a powerhouse name identity with recognizable superiority is attained. Short term fame is not confused with long term image growth. Master image with its substantiated and tangential names are in tight orbit with the mothership. Nothing is copied from other organizations. The Five Star Standard of Naming is closely observed. Global cyber-presence becomes mandatory.



Sphere of Innovation ADAPTABILITY:

Teams are versatile, with deep knowledge that will breathe new life into all ideas. Tactics are renewed in accordance with the times. The needs of the end user are acknowledged and addressed creatively. Innovation becomes a way of life.



Sphere of Marketing PRESENCE:

Advanced skills are paired toward large-scale customer acquisition. Marketing is an intricate global frontier with a complex web of solutions launched at the global market connecting various cyber platforms. Domination of the name identity is heard at every level.



Sphere of Promise INTEGRITY:

Promises are delivered. The extreme value creation mandate is upheld; the mission remains intact. The delivery of the promise results in pride, success becomes a creative work of art. Progress brings high morale. Extreme differentiation is perpetually encouraged.



Sphere of Finance OPPORTUNITY:

Expenses are no longer treated as losses rather than incubators of growth. The immense value of the project overshadows the cost. Shareholders measure the success of soft assets in addition to hard assets. Shortages of funds never obstruct long-term expansion.



Dimensions of Nomenclature INDIVIDUALITY:

Uniqueness of one of a kind simple universal name with matching domain is given the right of way. 100% uncorrupted ownership creates one-name-one-owner respectability and recognition. Thorough name identity evaluation reports are consulted. Name expansion is conducted methodically, not confused as a graphic exercise.



Dimensions of Expansion VISION:

The local field of view yields to the regional, the regional yields to the global. Ideas are far reaching and intended for mass consumption. Short-sightedness is declared a liability. A large scope is rather critically essential. Foreign languages are just not treated as foreign, as new cultures are different branches on the same tree.



Dimensions of Dynamics DYNAMICS:

The organization takes the shape of an animated living organism. The teams smoothly operate around the clock. A business think tank, in full swing, reaches the audience with the correct message at the right time. The illusion of time and space is broken as the collective workforce delivers services on a 24/7, 365 day basis, regardless of location.



Dimensions of Compression COMPRESSION:

The entire organization embraces the cost-free digitized world, where the latest technology creates an immense capability to replicate and multiply with almost zero costs; scalability adjustments become effortless. Organization passes through the back hole of duplication and transforms into a small tablet of compressed exponential power. Digital thinking becomes mandatory.



Dimensions of Customers SELLING:

The latest technology is used for large-scale customer acquisition drives. Reach to secure unlimited customer groups across the borderless spectrum via advanced acquisition skills in order to obtain more clients, sales, profits, and bonuses. Organized data, partners, and alliances combined explore huge new customer bases as constant opportunity units.



Dimensions of Teams TRUST:

Loyalty is welcomed with an open heart and performance with an open purse. Workplaces become academies and thoughtful ideas create perpetual institutions. Best teams strive together for the fastest expansion of the best ideas in minimal timeframe. Diversity and cultural tolerance is openly embraced. Internationalism becomes the favorite subject.

All prescribed tasks and dimensions result in a master blueprint to guide the superiority of image and extreme value creation. The complexity of this framework will require a certified facilitator to successfully integrate this model across your team. Source: The Supremacy Protocols as described in *Image Supremacy* www.imagesupremacy.com

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For additional copies, please contact: info@imagesupremacy.com
ISBN: 978-0-9881100-3-0

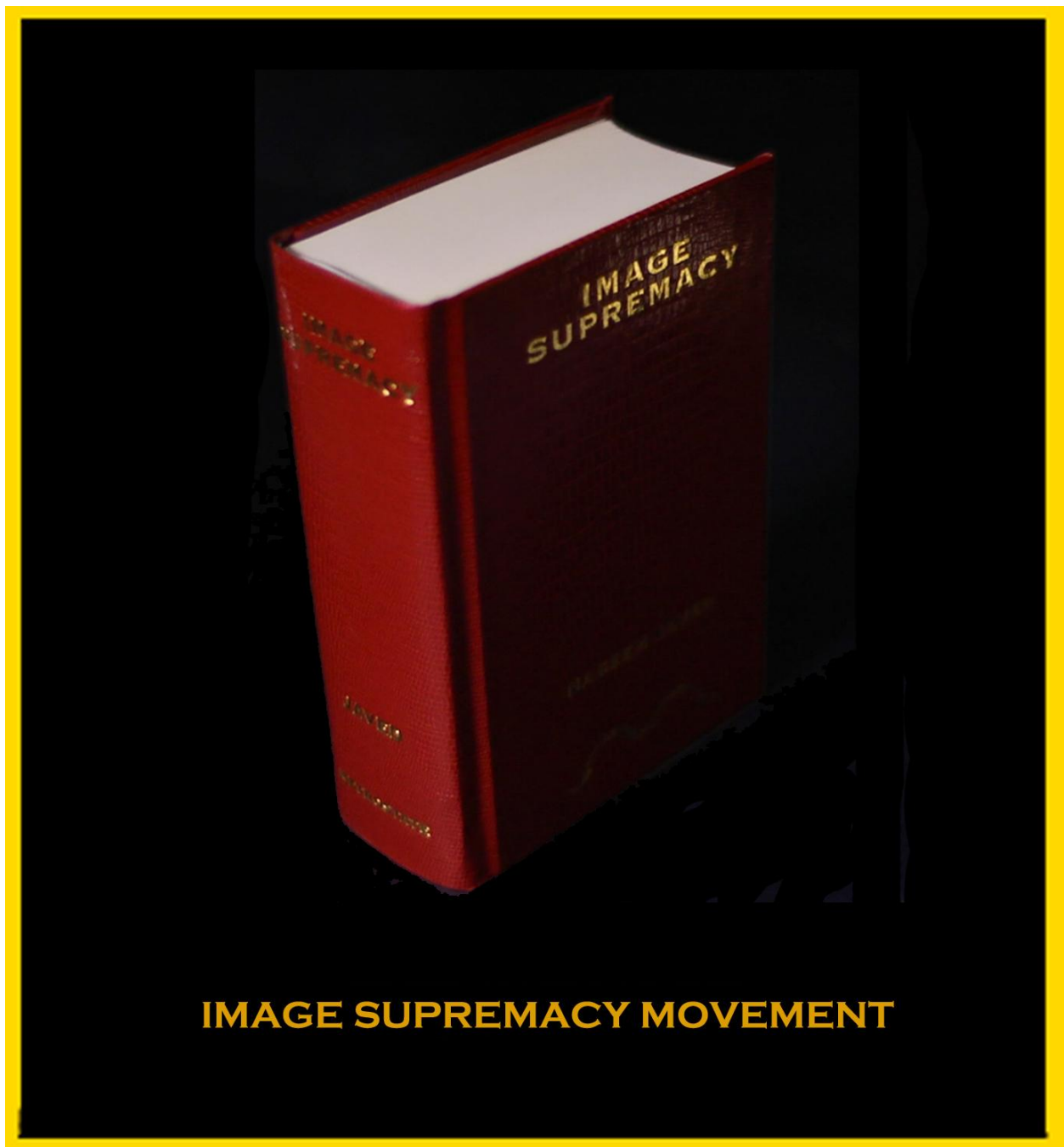


IMAGE SUPREMACY MOVEMENT

Website, Videos, Course Material

www.imagesupremacy.com



NASEEM JAVED

Naseem Javed is now leading charge with a world-wide movement on how to create supremacy of innovation and business performance via high speed mass education.

Naseem is a world recognized authority on corporate nomenclature, global and domain naming complexities, and cyber affairs. He is founder of ABC Namebank, a world-class speaker, syndicated columnist and author of several books.

Naseem has led teams and personally created the name identities; TELUS, CELESTICA, INTRIA, GENNUM, VINCOR, DUPLIUM, AGRICORE, POLLARA, TRANZUM, INTEQNA and ZARLINK and hundreds more. He has also helped clients on various naming complexities like IBM, General Motors, Texaco, Honeywell, Bell Canada, KPMG, Bell South, RBH, GENTRA, CENTERPOST, OMNI-TV, Royal Bank, Sasktel, Johnson & Johnson, Air Canada,, Merck, BBDO, PetroCanada, ROGERS and COMPORIUM and hundreds more.

Founder	ABC Namebank	now in 30th year	www.abcnamebank.com
Author	Image Supremacy	2013	www.imagesupremacy.com
Author	Domination, the gTLD name game	2012	www.metrostate.com
Author	Naming for Power	1993	www.namingforpower.com
Biography	Naseem Javed		www.naseemjaved.com

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TECHNOCALAMITY



Additional options to create mindshare amongst leadership of selected Chambers and Associations and gatekeepers of the national export agenda of the country

A Full Day Workshop:

Topics: Image Supremacy Protocols, Soft Power Management, and Entrepreneurialism

Target audience: Senior leadership teams from Chambers & Associations of the country

Duration Full day: 4 sessions, 90 minutes each with questions and answers

A Lecture: Keynote Luncheon or Gala Dinner

Topics: Image Supremacy Protocols, Soft Power Management, and Entrepreneurialism

Target audience: Senior leadership teams from Chambers & Associations of the country

Duration: 90 minutes

Contents for Magazines, Internal Newsletter or Media enquiries:

Features articles, Whiter Paper and Special Interviews can be arranged to share cutting knowledge and latest trends on these fronts.

To receive a fully custom designed multi-level integrated program, please contact

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Website, videos and course material

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TECHNOCALAMITY



IMPORTANT NOTE:

Image Supremacy Protocols training programs are **ONLY** for those individuals and organizations seeking to enter the upper stratosphere with innovative excellence in search of their own image supremacy ready to multiply their export potential.

These programs are **NOT** for just anybody.

The programs are also strictly for selected parties and BY INVITATION ONLY

The participants must have minimum 5-10 years solid business experience as just having an MBA may not suffice. This program deals with the practical and pragmatic side of new global age issues and must not be confused with traditional class room theoretical studies.

Image Supremacy Protocols are special high quality deluxe programs calibrated for creating super entrepreneurialism in any designated vertical markets or across a nation but must not to be confused by 100s of other entrepreneurial and capacity building initiatives currently in play by so many other mega global organizations, like the World Bank, IMF, UN and so many NGOs and academic institutions. This program rather operates as a practical ongoing training and fully supported via year round channels as niche catalyst to the top 5% of the entrepreneurial pool of the nation

END OF THE WHITE PAPER