

Optimiza Academy Introduces Leadership Guru Tony Schwartz at Press Conference

Award-winning journalist, executive coach to top CEOs; two-day workshop in Amman for regional professionals

Amman, Jordan (August 2007) - At a press conference held on August 14th 2007, Optimiza Academy, the Human Capital Development (HCD) arm of



Optimiza, recently introduced leadership guru Tony Schwartz, founder and president of The Energy Project and leading international speaker, to representatives of the local media. The conference, held at the Sheraton Hotel in Amman, served as an integral part of Mr. Shwartz's recent

visit to the Kingdom during which he led a two-day workshop entitled "*The Secret of Great Leadership: Managing Energy Not Time to Maximize Performance*".

The conference was held on the first day of the workshop, bringing with it an excellent opportunity for conference attendees to discuss the workshop proceedings of the day.

Speaking at the press conference, Mr. Schwartz explained that, "there is one quality that executives seek in their employees; and it is the ability to ensure sustained high performance in the face of ever-increasing pressure and rapid change.

The source of such performance levels is as elusive as the fountain of youth. Management theorists have long sought to identify such attributes and this is precisely what makes some people flourish under pressure and others fold.”

Mr. Schwartz further stated that he believes "most management approaches adopted today deal with people only from the neck up, connecting high performance primarily with cognitive capacity. “ In recent years there has been a growing focus on the relationship between emotional intelligence and high performance, but only a few theorists have addressed the spiritual dimension i.e. how deeper values and a sense of purpose influence performance. Almost no one has paid any attention to the role played by physical capacities, and we have found, however that sustained high performance is one that pulls together all these elements, and this is what we strive to highlight in the workshop.”

It is worth mentioning that Tony Schwartz is a peak performance expert and co-author of the New York Times bestseller ‘The Power of Full Engagement.’ He spent 25 years as an award-winning journalist for publications such as the New York Times, Newsweek and Esquire. He co-authored the worldwide bestseller *The Art of the Deal* with Donald Trump. His organization, The Energy Project, helps organizations build capacity by designing policies and practices that support optimal energy management.

Commenting on the workshop, Mr. Nidal Bitar, Director of Optimiza Academy, said, “Success in today’s corporate environment demands positive energy and high morale, traits that we as a human capital development organisation are determined to enhance among regional business professionals. We are honored to have Mr. Tony Schwartz lead this workshop as he has spent 30 years studying, writing and coaching people on how to deal with change, to grow, and to perform more effectively in every aspect of their lives. We are excited about bringing this opportunity to people in Jordan and neighboring countries; and we are confident that this workshop will bring with it a valuable and unforgettable experience for its attendees.”

Optimiza Academy is a regional leader in providing comprehensive human capital development and training solutions and services. It is currently one of the region's largest certified network training centers, delivering customized 'learning' solutions that meet the specific needs of companies on behalf of some of the world's leading vendors, management certification bodies and software companies.

The workshop is to conclude on August 15th 2007.

- End -