



SUPERPROMOTERS AND THE DYNAMICS OF ENTHUSIASM

*Harness the power of enthusiasm and mobilise
ordinary people for extraordinary organisational success*

22 November 2016



“Nothing great was ever achieved without enthusiasm.”

by Ralph Waldo Emerson

Supporting Organisation:



Superpromoters & the Dynamics of Enthusiasm

This course is based on the books of Mr. Rijn Vogelaar: “The Superpromoter” and “The Enthusiasm Trilogy: Flame, Flow, Flood”. Both books describe the dynamics of enthusiasm in and around organisations. The first book is about Superpromoters who are the personification of the power of enthusiasm. They are people who are enthusiastic about a brand, product or organisation and whose enthusiasm is catching. They influence others with their enthusiasm. Superpromoters make recommendations or are copied by others. The contagious enthusiasm of the Superpromoter is vitally important for businesses, because it provides a stream of new clients and growth in turnover. In addition, Superpromoters are ideal co-creators and they motivate the staff. In the ultimate battle with his alter ego, the anti-promoter, the Superpromoter determines the reputation of companies.

The Superpromoter could be a client, but also a committed employee. Or a member of the public defending a particular piece of government policy. They are the unseen supporters of companies and government institutions who create success behind the scenes.

In this course Mr. Vogelaar shows how you can mobilise Superpromoters to make an organisation more successful. He describes a new vision on marketing, product development and business operations in general which is taken a step further in his second book “The Enthusiasm Trilogy: Flame, Flow, Flood”.

While “The Superpromoter” was primarily a book about marketing, customer experience and co-creation, The Enthusiasm Trilogy covers a broader spectrum of business operations. The role played by enthusiasm in strategy development and innovation (Part 1: **Flame**), in HR, management and internal communication (Part 2: **Flow**), and finally in marketing and external communication (Part 3: **Flood**).



Speaker



Rijn Vogelaar
Chief Enthusiasm Officer
The Superpromoter Academy

Mr. Rijn Vogelaar is CEO (Chief Enthusiasm Officer) of the Superpromoter Academy and the internationally well-known author of the book: The Superpromoter. He has presented at many international conferences as a keynote speaker and consulted multiple international organisations based on his theory. Mr. Vogelaar has over 15 years of experience in marketing and customer relations. His presentations are of strategic marketing value, engaging and inspiring.

In 2009, he published his book “The Superpromoter: The Power of Enthusiasm”. Superpromoters are customers who are enthusiastic, share their enthusiasm and influence others. With their word-of-mouth advocacy of products or brands, superpromoters convince others to buy the products too. Mr. Vogelaar will explain how you can find, understand & support these customers and what the effects are on employee motivation and revenue growth. The Superpromoter has been a success internationally and published in 3 languages (English, German and Dutch). Multinationals like Microsoft, Heineken, Philips, Samsung, Dorel, ABN AMRO Bank, RaboBank, KPN and Deutsche Telecom are working with the Superpromoter concept.

Programme Objectives

The aim of the course is to understand the dynamics of enthusiasm on a personal, organisational and customer level. Participants will be provided with insights and instruments that will help them use enthusiasm to sharpen their strategy, innovate & co-create, motivate people and deliver better customer service. The purpose is to mobilise the intrinsic potential for enthusiasm and make organisations more sustainable and successful.

The course will clarify and fan the **Flame** of enthusiasm; achieve **Flow** within an organisation; and ultimately spread a **Flood** of enthusiasm from the inside outwards. In each of these phases, enthusiasm plays a significant role as an indicator, guide and boost. In addition to understanding the Superpromoter behaviour of enthusiastic customers, this course will home in on the phases of **Flame**, **Flow** and **Flood**. Participants are in this way provided with a practical toolkit that enables them to exercise more effective influence on enthusiasm of employees and customers.

Programme Structure

Morning session

- Welcome, Introduction and Expectations
- How to find your Superpromoters & create **Flame**
- **Flame** Workshop
 - Battle between superpromoters & antipromoters
- Presentation Methodology:
 - Awareness
 - Customer Research
 - NPS system
 - Superpromoter profiling



Afternoon session

- Creating **Flow** and **Flood**
 - Generate customer centricity
- Presentation: Superpromoter Support Cases
- Role of Superpromoter
 - Where to find your Superpromoters
 - Practical considerations
- Review of Takeaways and Concluding Remarks



INSTITUTE OF ADVANCED EXECUTIVE EDUCATION

The Institute of Advanced Executive Education (IAEE) at The Hong Kong Polytechnic University (PolyU) is *Your Learning Vista for Dynamic Transformation*. Established in January 2011, IAEE develops advanced executive education and provides interdisciplinary courses. We embrace PolyU's promise of "Opening Minds · Shaping the Future" in designing programmes for senior executives, organisations and business professionals.

The Institute draws on PolyU's strengths to offer interdisciplinary executive education programmes in niche areas. Through our programmes, senior executives develop innovative thinking, enhance their leadership skills for strategic and operational excellence.

Advanced Executive Education is one of the four priorities set by the President of PolyU, Professor Timothy W. Tong, in his Inaugural Address in 2009. Led by Mrs Georgina Chan, Director of Institute of Advanced Executive Education, IAEE aims to enhance the University's reputation and connections with the private, public and professional sectors locally, nationally and globally. Mrs Chan possesses senior management experience with strategic development capabilities, extensive knowledge and skills in education and training gained locally and overseas. Prior to joining The Hong Kong Polytechnic University, Mrs Chan had held senior positions with two prestigious professional accountancy bodies, Institute of Singapore Chartered Accountants and the Hong Kong Institute of Certified Public Accountants (CPAs).

BESPOKE PROGRAMMES

We work collaboratively with our clients to identify and understand their company needs, helping them develop strategic business solutions that address the unique challenges they face. The format, framework, content, duration and methodologies of each programme are completely customisable. Developed and delivered by leading professors and experts in the field, our customised programmes inspire, enrich and empower participants, leading to significant outcomes for their organisations.

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IAEE has developed a portfolio of executive education programmes that offer senior executives and business professionals flexible learning in the development of their careers. All our programmes help participants acquire strategies and techniques to transfer what they learn back to their organisations. As a participant you will be inspired by our faculty members and reputable speakers, who are renowned for their ability to offer cutting-edge insights to senior executives and professionals at all levels. They will engage, challenge and equip you with knowledge, skills and expertise that will place you ahead of your peers.

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Registration & Enquiry

A completed registration form with cheque payable to "The Hong Kong Polytechnic University" should be sent to IAEE on or before **8 November (Tue)**. Spaces are limited, registration will be accepted on first-come-first-served basis.



Date: 22 November 2016 (Tue)
Time: 9:30 am - 5:00 pm
Venue: PolyU campus
Fees: HK\$6,000 per person
(Lunch and refreshments are included)

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