

# Your Invitation To Join The **Female Founders Exclerator**

*Exclerate your Enterprise with Excellence!*

*World-class learning, coaching, consulting, and community,  
to grow your enterprise with confidence and clarity.*

~ 14 minutes read ~

Presented by

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# AT A GLANCE

## Your Entrepreneurial Leadership Journey Comprises

**Access To Four Online Learning Programs**

- Visualizing Your Vivid Vision
- Projecting Your Powerful Presence
- Producing Your Polished Presentations
- Scripting Your Skilful Sales

**Program Completion Certificates**

**Personal Coaching Support**

**Personal Consulting Service**

**Private LinkedIn Group**

**Member Events**

**Insightful Guests**

**Valuable Newsletters**

*Empowering Female Founders  
Of MSME In Asia-Pacific To Lead With Impact!*

# TABLE OF CONTENTS

*Please scroll the pages or click the links.*

Why My Invitation?	<u>04</u>	Why Is This Unique?	<u>07</u>
Is This For You?	<u>05</u>	My Transformation Promise	<u>08</u>
If You Want This, I'll Help You	<u>06</u>	Why Engage With Me?	<u>09</u>

<b>Program</b>	<b>Visioning</b>	<b>Presencing</b>	<b>Presenting</b>	<b>Selling</b>
<i>Opening</i>	<u>10</u>	<u>17</u>	<u>24</u>	<u>31</u>
<i>If You Want This</i>	<u>11</u>	<u>18</u>	<u>25</u>	<u>32</u>
<i>Essence</i>	<u>12</u>	<u>19</u>	<u>26</u>	<u>33</u>
<i>Benefits</i>	<u>13</u>	<u>20</u>	<u>27</u>	<u>34</u>
<i>Learning Outcomes</i>	<u>14</u>	<u>21</u>	<u>28</u>	<u>35</u>
<i>Coaching Support</i>	<u>15</u>	<u>22</u>	<u>29</u>	<u>36</u>
<i>Consulting Service</i>	<u>16</u>	<u>23</u>	<u>30</u>	<u>37</u>

Your First Impact 38   Your Investment 39   Your Next Steps! 40



# WHY MY INVITATION?

During my career I experienced some life changing people, who initiated transformative events for me.

These changes transformed my personal and professional journeys in ways that were unexpected, exciting, enriching, and wonderful.

From these experiences, I learned:

- Uplifting others uplifts ourselves.
- Purpose and meaning creates happiness.
- Curiosity, courage, and compassion nurture contentment.
- Creating the possible arises from imagining the impossible.

I now want to give back, to positively change the journeys of others, as others positively changed my journeys.

Through this invitation, I want to enable you to grow your enterprise, more calmly, more confidently, more quickly, more profitably, with less risk and less stress.



## IS THIS FOR YOU?

*If you're ready to grow with confidence, clarity, and support, this is for you!*

Female Founders Excelerator  
is designed for ambitious growth-minded entrepreneurial women  
across Asia-Pacific who are establishing or growing  
a micro, small, or medium-sized enterprise.

Whether you're just starting up, steadily scaling, or expanding with greater ambition, the Excelerator provides the wisdom, guidance, and support to help you lead and manage with the lucidness, self-assuredness, and excellence to grow as a successful entrepreneur.

With access to four world-class entrepreneurial leadership online learning programs, with personal coaching support and consulting service, the Excelerator meets you where you are now and helps you move decisively towards your desired future.

*Join the Excelerator during February or March 2026 and receive one-hour of complimentary coaching or consulting to kickstart your journey.*



**IF YOU WANT THIS**  
*I'll Help You Achieve It*

*Please ask yourself these Entrepreneurship questions,  
the more you say yes, the more I can help you!*

***Do I want ...***

To make better decisions, faster, with expert input?

Trusted guidance to help me avoid costly mistakes?

A safe supportive space where I can professionally grow?

To see measurable progress toward my enterprise and life goals?

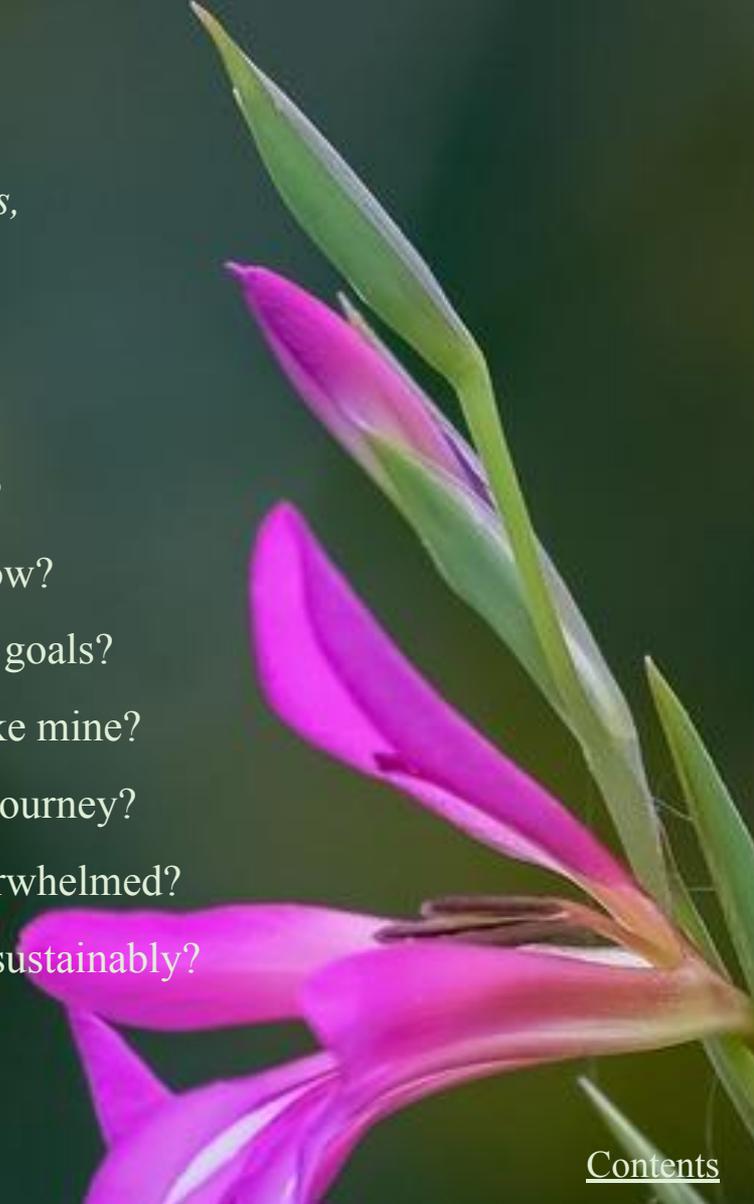
Practical strategies that work for Asia-Pacific enterprises like mine?

Connections with like-minded people who understand my journey?

Clearness on my next steps so I can grow without feeling overwhelmed?

The skills to lead with composure, inspire my team, and grow sustainably?

*Want to lead with certainty, grow with courage,  
and create the future you desire?*



## WHY IS THIS UNIQUE?

When thinking about whether to join the  
Female Founders Excelerator  
please consider  
the Female Founders Excelerator is:

- Created by a seasoned Founder for Founders.
- Tailored to the unique challenges of Female Founders in Asia-Pacific.  
*Failure Fear . Finance Limitation . Gender Inequality . Life Imbalance . Support Inadequacy*
- Designed with a flexible structure to suit your current and future needs.
- A blend of world-class education and professional coaching and consulting.
- The path to success through the Art and Science of Influence and Persuasion.
- Backed by 35+ years of multicultural entrepreneurial leadership in Asia-Pacific.

# MY TRANSFORMATION PROMISE

*Lead with Purpose, Grow with Meaning, Succeed with Happiness!*

Upon graduation from the  
Female Founders Excelerator  
you will know how to:

- Envision, create, and enjoy the future you want.
- Mobilize and lead people with presence to positively change your world.
- Attract profitable opportunities through presenting your story.
- Sell more, more often, more profitably.

# WHY ENGAGE WITH ME?

I understand your journey and I can help you *accelerate* your success through benefitting from my business experience, regional insights, and training expertise.

## **Executive Experience**

as an Asia officer in Melbourne and Asia trader in Hong Kong for 8-years.

## **Entrepreneurial Experience**

establishing and growing startups in Australia, China, Malaysia, Philippines, and Thailand for 35+ years.

## **Leadership Experience**

through recruiting, developing, and leading multicultural teams of 2 to 110 people per enterprise.

## **Client Experience**

from securing, retaining, and growing clients in 14 Asia-Pacific countries.

## **Innovation Experience**

as a pioneer of incentive marketing, loyalty marketing, and business process outsourcing in Asia.

## **Cultural Experience**

from living in China, Philippines, and Thailand for 30-years and travelling through 48 countries.

## **Training Experience**

with Banyan Tree, BNP Paribas, Coach, Guy Carpenter, HSBC, MFS, Société Générale, in Hong Kong, Jakarta, Macau, Shanghai, Singapore, and Sydney.



# Influence through **Visualising Your Vivid Vision**

*The first steps of your journey are describing your Vision, the “where” you want to travel to, and determining your Mission, the “how” you will arrive at your desired destination.*

**IF YOU WANT THIS**  
*I'll Help You Achieve It!*

*Please ask yourself these Visioning questions,  
the more you say yes, the more I can help you!*

***Do I want ...***

To stay motivated with direction even in uncertain times?

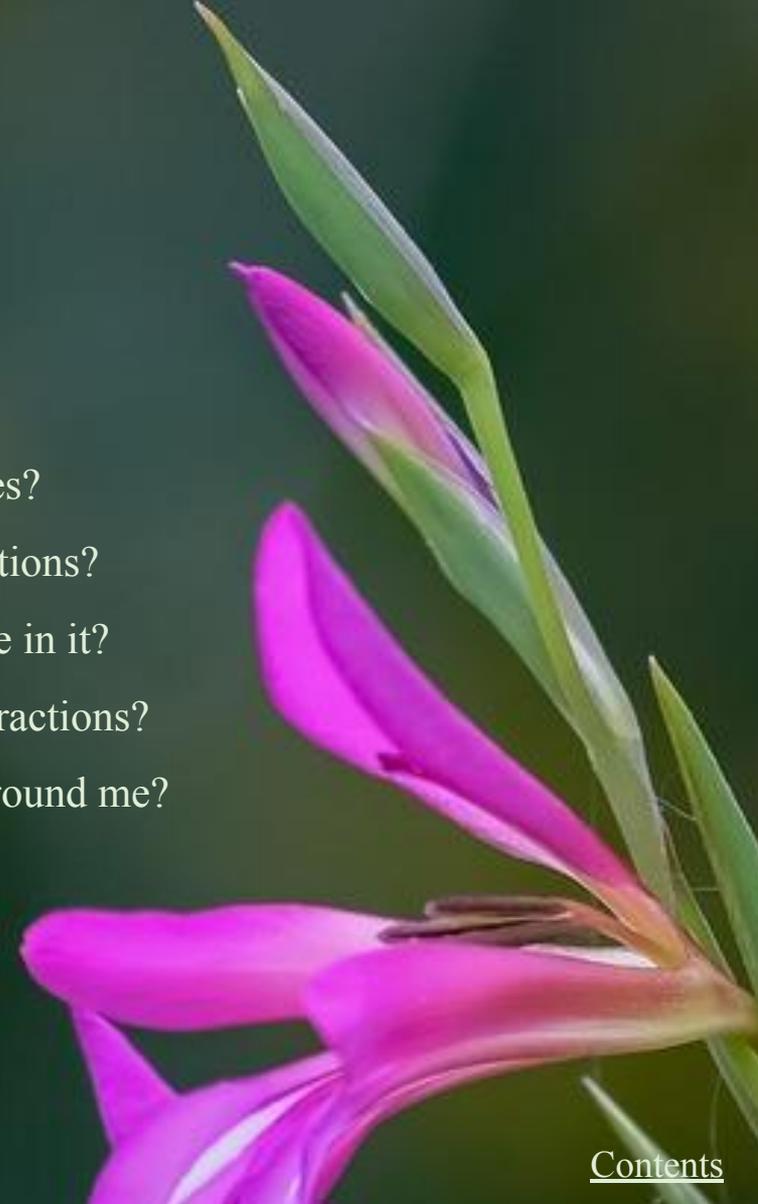
A roadmap that aligns with my values and long-term ambitions?

To clearly articulate my strategic direction so others believe in it?

Tools to prioritize the right opportunities and say “no” to distractions?

A clear and inspiring vision that motivates me and everyone around me?

*Want to create a vivid vision,  
so that every decision becomes easier,  
and your desired future becomes inevitable?*



## **VISIONING ESSENCE**

### **Influence through Visualising A Vivid Vision**

Live your own future instead of reacting to someone else's future, through discovering your own foundation philosophy and creating your own imagined future.

*Luminosity of vision turns  
uncertainty into possibility!*



# VISIONING BENEFITS

*Imagine, Influence, Realise!*

Visualizing a vivid vision ignites performance and resilience due to the direct positive effects on providing direction and priorities, aligning attitudes and activities, inspiring and empowering people, and encouraging a culture of productivity and innovation.



# VISIONING LEARNING OUTCOMES

## **You'll Know**

The essential knowledge and skills for visioning and the aspects of visioning which will facilitate visualizing, realizing, and enjoying the future you want.

## **You'll Have**

Discovered, created, and described your own vision, which will be achievable, challenging, clear, concrete, courageous, directional, emotional, engaging, future-focused, goal driven, inspirational, multi-faceted, relevant, self-determining, unique, values-based, vivid!

## **You'll Be Able To**

Utilize your vision to attract, engage, and mobilize, the people, resources, and opportunities, to live your own future, instead of reacting to someone else's future.

## **You'll Know How To**

Influence, share, and rejoice in living your desired future, through being, imagining, thinking, and acting.



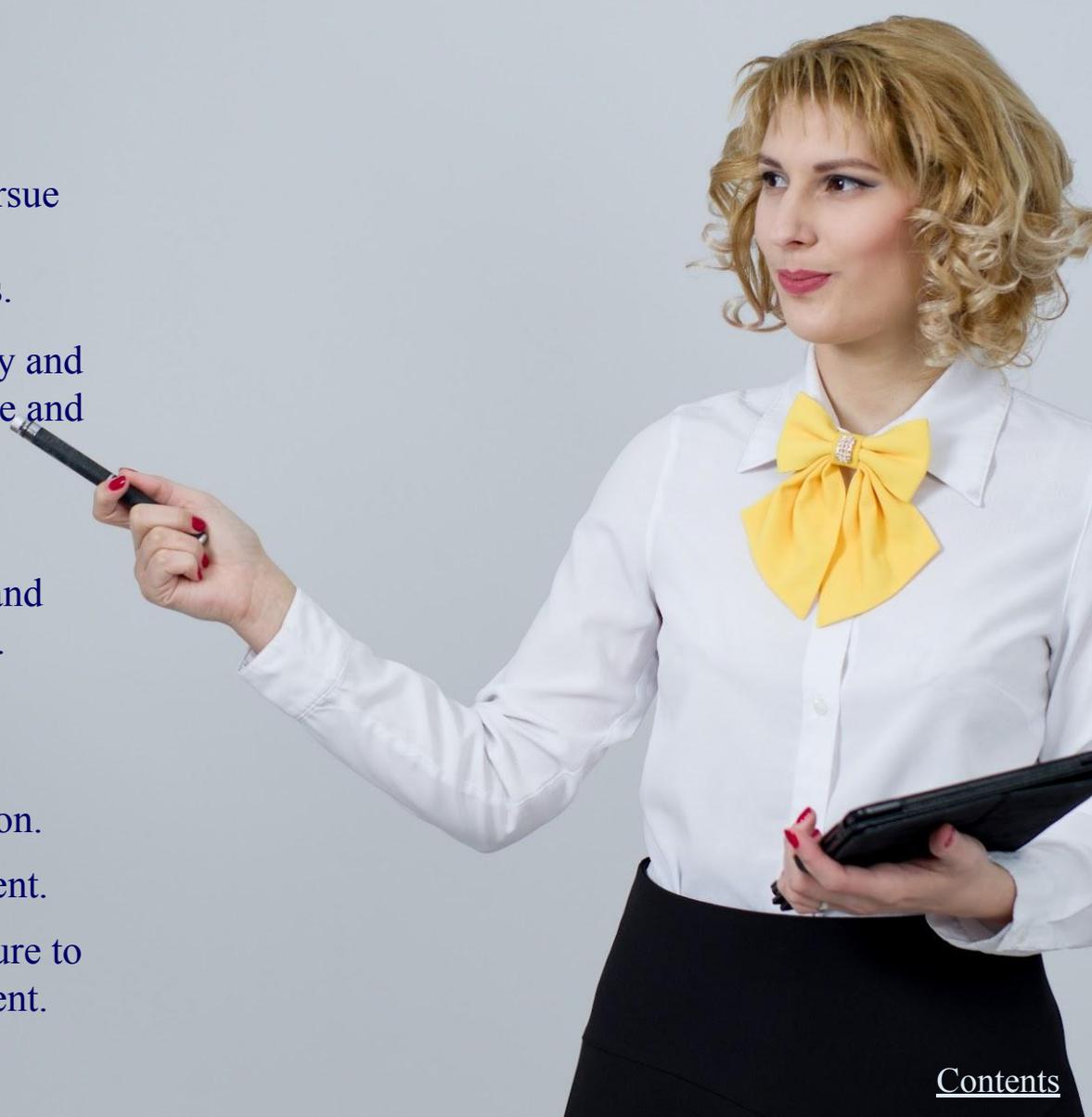
## VISIONING COACHING

Empowering you to imagine and pursue your desired future rather than passively adapt to someone else's.

You will strengthen your inner lucidity and leadership mastery, which will activate and align others with your vision.

Coaching areas include:

- **Fine-Tuning** personal ambitions and overcoming any internal barriers.
- **Strengthening** commitment, certainty, and decision-making.
- **Enriching** creativity and innovation.
- **Gaining** alignment and development.
- **Promoting** communication and culture to cultivate motivation and engagement.



# VISIONING CONSULTING

Supporting you in defining, refining, and realizing your vision, with clarity, creativity, and coherence.

Consulting areas include:

- **Ascertaining** how relevant, effective, and inspiring your current vision is.
- **Facilitating** the refinement of your current vision or creation of a new vivid vision.
- **Designing** a visual presentation to convey your vision to internal stakeholders.
- **Advising** on how to focus on imagination, thinking, and actions, to realize your vision.
- **Proposing** initiatives to engage internal stakeholders in realizing your vision.
- **Developing** a mission to create the momentum for achieving your vision.



# Influence through Projecting Your Powerful Presence

*Having created your vivid vision statement, the next step is enhancing how you project the positive presence that attracts others to travel with you to your desired future.*



**IF YOU WANT THIS**  
*I'll Help You Achieve It!*

*Please ask yourself these Presencing questions,  
the more you say yes, the more I can help you!*

***Do I want to ...***

Project a presence that reflects my vision and my values?

Feel confident and authentic as a leader in every situation?

Connect and engage with people quickly and meaningfully?

Stay serene and concentrate even in high-pressure situations?

Strengthen my influence in meetings, negotiations, and networking?

*Want your presence to be your intentional power,  
being noticed and attracting people and opportunities,  
to open doors you didn't know existed?*



# PRESENCING ESSENCE

## **Influence through Projecting Your Powerful Presence**

Attract, influence, and lead people in realizing your desired positive future, through being, expressing, and focusing your mental, emotional, and physical self.

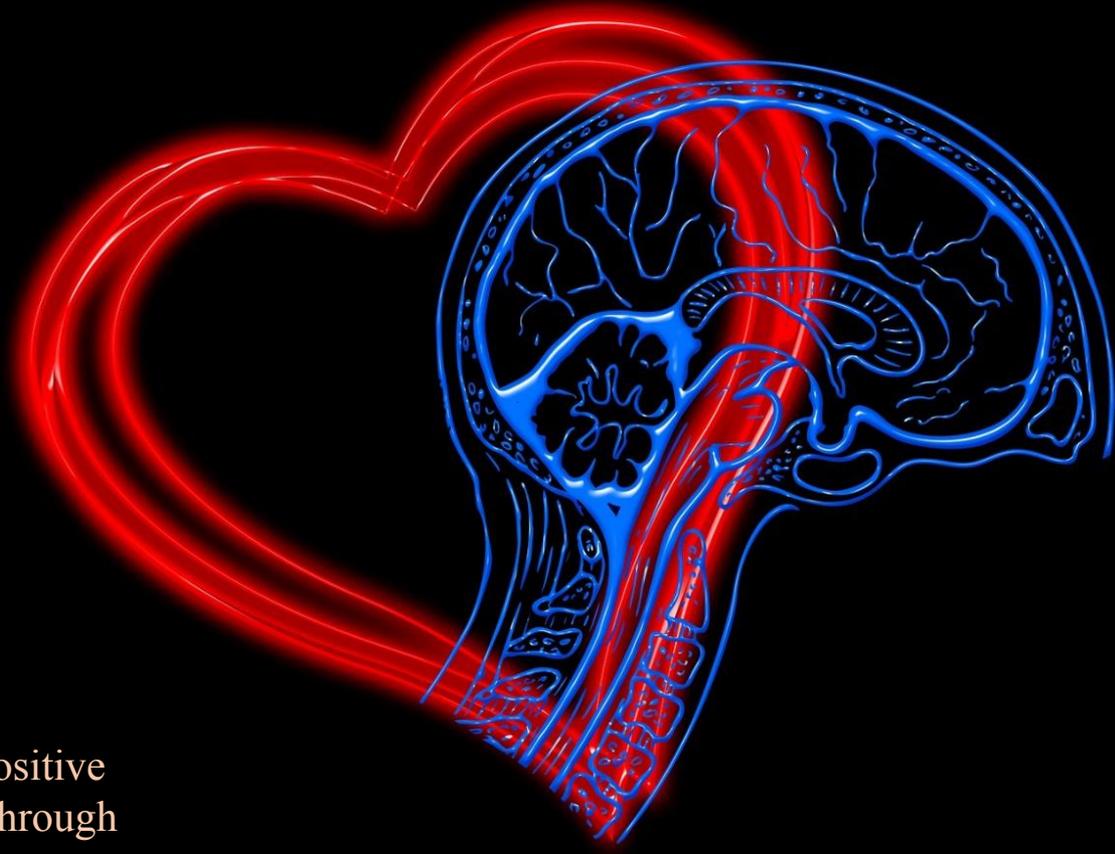
*Before people believe in your vision,  
they will believe in you!*



## PRESENCING BENEFITS

*Attract, Engage, Influence!*

Projecting a strong presence has a direct positive effect on attracting and influencing others through a balance of self-mastery and relationship energy, leading to a life of purpose, meaning, and happiness, through realising your personal, professional, organizational, and societal goals.



# PRESENCING LEARNING OUTCOMES

## **You'll Know**

The essential knowledge and skills of presencing and the aspects of presencing to utilize which will facilitate your professional and social relations.

## **You'll Have**

Discovered and cultivated the six aspects of your personal presence: Self Presence, Mental Presence, Emotional Presence, Physical Presence, Behavioral Presence, and Social Presence.

## **You'll Be Able To**

Project your own presence and interpret the presence of others, to enhance communication, understanding, and community.

## **You'll Know How To**

Attract, influence, and lead, the people, resources, and opportunities, to live a life of purpose, meaning, and happiness.



## PRESENCING COACHING

Assisting you in embodying the presence required to inspire trust, build credibility, and positively influence relational outcomes.

You'll know how to *show up* with clarity, assurance, and consistency, to overcome stress, navigate gendered expectations with grace, and amplify your visibility.

Coaching areas include:

- **Cultivating** respected Self Presence.
- **Developing** practical Mental Presence.
- **Enhancing** valuable Emotional Presence.
- **Fostering** noticeable Physical Presence.
- **Supporting** effective Behavioural Presence.
- **Nurturing** admired Social Presence.



# PRESENCING CONSULTING

Providing guidance on how to cultivate and project a compelling presence.

Consulting areas include:

- **Appraising** your use of emotions for understanding, thinking, and reasoning, and your effectiveness in being, acting, and appearing interesting.
- **Assessing** how well you embody being genuine, grounded, and generous, and your focus on the present for future performance.
  - **Determining** your proficiency for listening, understanding, communicating, and effectiveness at nurturing relationships via respect, responsiveness, and reciprocity.
  - **Strategizing** initiatives to increase your authority, visibility, and voice.





# Persuasion through Producing Your Polished Presentations

*Now that your presence attracts attention  
and respect in any room,  
it's time to master presenting ideas that  
inspire new possibilities.*

**IF YOU WANT THIS**  
*I'll Help You Achieve It!*

*Please ask yourself these Presenting questions,  
the more you say yes, the more I can help you!*

***Do I want to ...***

Leave my audiences excited to say “yes”?

Explain complex ideas simply and memorably?

Deliver presentations that inform, persuade, and inspire audiences?

Be confident pitching to investors, partners, team members, and clients?

Win more, retain more, and grow more profitable business?

*Want every presentation to be an opening  
to inspire desired decisions and actions,  
through being understood and unforgettable?*



# PRESENTING ESSENCE

## **Persuasion through Producing Polished Presentations**

Inform, persuade, and inspire your audiences to an action, belief, decision, or idea, through your story, sensation, and spirit, to retain, win, and grow business.

*When presenting you are realizing your self and creating your future!*



## PRESENTING BENEFITS

*Inform, Persuade, Inspire!*

Producing polished presentations directly and positively affects the actions, attitudes, beliefs, decisions, ideas, and motivations of audiences, allowing the effective marketing and selling of yourself and your products, services, or solutions, to prospects and clients.



# PRESENTING LEARNING OUTCOMES

## You'll Know

The essential knowledge and skills of persuasive presenting and the aspects of presenting which will facilitate your persuasion of different audience types.

## You'll Have

Learned and practiced:

- *Telling Your Story*, through structure, content, script.
- *Showing Your Story*, through slide design.
- *Being Your Story*, emotionally, mentally, physically.
- *Clarifying Your Story*, through answering questions.

## You'll Be Able To

Design and develop persuasive presentations, to connect and engage with your audiences.

## You'll Know How To

Calmly, confidently, and clearly deliver presentations that will inform, persuade, and inspire your audiences, to your desired outcomes, an action, belief, decision, or idea, or to buy, sell, invest, or divest.



## PRESENTING COACHING

Enabling you to inform, persuade, and inspire every audience with self-confidence, clarity, and charisma.

You'll know how to structure compelling messages, deliver them with authenticity and impact, and adapt your style to resonate with diverse audiences.

Coaching areas include:

- **Dissecting** different types of presentation audiences.
- **Embodying** your story fully.
- **Telling** your story persuasively.
- **Showing** your story effectively.
- **Clarifying** your story convincingly.



# PRESENTING CONSULTING

Providing design and delivery guidance to ensure your pitches and presentations win, retain, and grow profitable opportunities.

Consulting areas include:

- **Auditing** and improving your existing and future presentations.
- **Reviewing** your verbal effectiveness for compellingly telling your story.
- **Analyzing** the visual clarity, coherence, and audience impact of your slides.
- **Evaluating** your state-of-being for engagingly presenting your story.
- **Determining** your preparedness for managing Q & A sessions.
- **Recommending** improvements based on rehearsal feedback.



# Persuasion through Scripting Skilful Sales

*After a compelling presentation,  
it's time to convert interest into action  
through confident skilful selling.*



**IF YOU WANT THIS**  
*I'll Help You Achieve It!*

*Please answer these Selling questions,  
the more you say yes, the more I can help you!*

***Do I want to ...***

Handle objections confidently and close deals faster?

Grow my revenue through more strategic and persuasive selling?

Sell more, more often, and more profitably, without feeling pushy?

Use a sales process that feels natural, effective, and values-driven?

Identify and convert more high-quality leads into loyal customers?

*Want to sell with composed sureness  
and a noble objective, so that it feels natural,  
is effective, and mutually rewarding?*



## **SELLING ESSENCE**

### **Persuasion through Scripting Skilful Sales**

Sell more, more often, more profitably,  
to make your own life and your buyer's  
life better, through using your  
senses, personality, and questions.

*Selling with integrity is the  
engine for sustainable growth!*



## SELLING BENEFITS

*Question, Listen, Persuade!*

Scripting skilful sales directly enables selling with a noble purpose, whilst utilizing the why, when, and how of providing information, asking questions, and actively listening to answers, to create buyer confidence, discover buyer insights, and initiate relationships and selling occasions with prospects and clients.



# SELLING LEARNING OUTCOMES

## **You'll Know**

The essential knowledge and skills of selling and the aspects of selling which will facilitate your persuasion of different types of buyers.

## **You'll Have**

Explored and understood how to be a skilful seller, through utilizing the learnings of science and research, about personality, senses, hormones, emotional and logical processes, telling stories, and asking questions.

## **You'll Be Able To**

Utilize your intention and personality, through education, trust, and imagination, to connect and engage with buyers, to create selling possibilities.

## **You'll Know How To**

Sequence your selling conversations, through the proven and essential stages of effective and successful selling, to sell more, more often, more profitably.



# SELLING COACHING

Enabling you to confidently sell more, more often, more profitably, by empowering you with the attitude and know-how to create mutual value.

Coaching areas include:

- **Overcoming** self-doubt, nervousness, or discomfort with selling.
- **Opening**, navigating, and closing sales meetings confidently.
- **Using** education, imagination, and trust to create buyer rapport.
- **Asking** good questions and handling objections and rejections with poise.
- **Connecting**, engaging, and collaborating proficiently with different buyers.
- **Proving** your offer's value and securing buyer commitment properly.



## SELLING CONSULTING

Increasing positive sales outcomes with clarity, confidence, and control.

Consulting areas include:

- **Upgrading** your self-assurance and credibility during sales interactions.
- **Checking** your understanding of the science and dynamics of effective selling.
- **Assessing** your selling proficiency and providing guidance for any enhancement.
- **Appraising** your capability for structuring and sequencing selling conversations.
- **Advancing** your skilful selling ability and ensuring mastery of selling *must-do's* and *must-not-do's*.



# YOUR FIRST IMPACT

*Your growth improves the lives of adults and children facing life's greatest challenges.*

In association with Effective Altruism Australia we will give 10% of your Exceleator investment to **Charity Funds and Programs That You Select** such as:

- Cash Transfers
- Renewable Energy
- Depression Therapy
- Deworming Treatments
- Malaria Medications
- Childhood Vaccinations
- Vitamin A Supplementation

*Join today to grow your enterprise and positively change their world!*



# YOUR INVESTMENT

*Learn More & Invest Less!*

As you learn more you invest less in enhancing your knowledge and skills.

*To kickstart your journey, join the Excelerator during February or March 2026 and receive one-hour of complimentary coaching or consulting with each Program.*

## *Online Learning Programs*

Visioning, Presencing,  
Presenting, Selling  
(Value US\$297/Program)

1<sup>st</sup>. Program = US\$247  
(Save US\$50)

2<sup>nd</sup>. Program = US\$197  
(Save US\$100)

3<sup>rd</sup>. Program = US\$147  
(Save US\$150)

4<sup>th</sup>. Program = US\$97  
(Save US\$200)

## *Personal 1:1 Support*

Advising, Clarifying, Coaching,  
Consulting, Mentoring, Rehearsing  
(Value US\$150/hour)

1<sup>st</sup>. hour/month = US\$100  
(Save US\$50)

2<sup>nd</sup>. hour/month = US\$80  
(Save US\$70)

3<sup>rd</sup>. hour/month = US\$60  
(Save US\$90)

4<sup>th</sup>. hour/month = US\$40  
(Save US\$110)

Excelerator also includes

Private LinkedIn Group, Member Events, Insightful Guests, Valuable Newsletters.



## **YOUR NEXT STEPS!** **Eager to Elevate your Enterprise?**

*Your next steps toward  
leading with clarity, growing with confidence,  
and creating your own future starts here.*

[Connect On LinkedIn](#)

[Online Programs Overview](#)

[Norman@ImagineIfInstitute.com](mailto:Norman@ImagineIfInstitute.com)

Email me any questions?

Arrange a free discovery call!

Express your interest in joining!

*Let's start creating your new future together!*

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