

# Creativity and Personal Mastery (CPM)

New York 2012

(Columbia Business School Alumni Club)

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**What is CPM all about:** The thesis of this program is simple. Life is short and uncertain. It is like a drop of water skittering around on a lotus leaf. You never know when it will drop off the edge and disappear. So each day is far too precious to waste. And each day that you are not radiantly alive and brimming with cheer is a day wasted.



Stop right now and evaluate your life. YOUR LIFE. As it is right now. Are you, by and large and daily variations aside, happier now than you have ever been? Do you have the inner conviction that you are on the path that is just right for you, the one that is transparently leading you to fulfillment in many dimensions – in your career, in relationships, in spiritual development?

If the answer is, NO, ask yourself WHY NOT? The first step to getting there is to refuse to accept anything less.

This program is designed to be that first step for you. Have a look at the 10 minute [video](#) of Prof. Rao explaining what Creativity and Personal Mastery (CPM) is all about and why you should OR should not apply.

**What are the benefits?** Innumerable participants have attested to the life-changing nature of this approach. To hear from them in their own words go to the CPM Institute website and read their testimonials: <http://areyoureadytosucceed.com/testimonials.asp>

Be aware that while practically everyone has benefited to some extent, not everyone has had similar epiphanies. Later sections of the syllabus address this in greater detail.



We expect this program to have a profound impact on your life. It **will** have such an impact if you are ‘ready’ and totally dedicate yourself to it.

Here is a good heuristic for judging if you are ‘ready’. Read the entire [syllabus](#) carefully. If you are not so strongly drawn to it that you would disrupt your life considerably to take this program, **don’t** take it.

**Is this right for me?** This is a tough one. Only you can answer it. The proviso in the previous section was not added as a clever mechanism to get me off the hook for over promising. It just happens to be the way it is. The program can indeed turn your life around in myriad, marvellous ways, but only if you are

'ready' and if you put in the effort, enormous effort. There is no substitute for sweat of the brow, buckets and rivers of it.

**Objectives:** CPM has four principal objectives:

1. To expose you to a wide variety of techniques and exercises that have been found to be helpful in sparking the creative process; to help you select those that best fit your personality and apply them to many different business and personal situations.
2. To help you discover your "purpose in life", the grand design that gives meaning to all of your activities; to help you find that to which you can enthusiastically devote the rest of your life. When you are moved by deep inner conviction is when you have the greatest opportunity to sway others, in short to become a "leader".
3. To show you how you can mobilize resources to reach your goals most efficiently. There is a non-linear relationship between "work" and "results". Immense exertion can produce little outcome and, at other times, a little effort can yield a huge payoff. If you have an open mind you can learn to create serendipitous opportunities.
4. To enable you to find and achieve the balance in life that is right for you. Stress levels are rising in our society across all ages and occupations. It little profits you to achieve any goal if you are a nervous wreck during or after. There are always tradeoffs between accomplishments and price paid but they are not necessarily obvious. It is important to learn how to strive mightily while remaining serene.

Remember: The Creativity and Personal Mastery Program is designed to help you make a profound change in your life. Please browse to hear what past participants have said:

<http://areyoureadytosucceed.com/testimonials.asp>



The Creativity and Personal Mastery Institute [www.CPMinstitute.com](http://www.CPMinstitute.com) 2011© Srikumar S. Rao

## Dates are as follows for the New York Spring 2012 CPM Class

1. Session #1: January 27<sup>th</sup>, 28<sup>th</sup> and 29<sup>th</sup>, 2012
2. Session #2: March 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, 2012
3. Session #3: March 30<sup>th</sup>, 31<sup>st</sup> and April 1<sup>st</sup>, 2012
4. Reserve Dates: April 13<sup>th</sup>, 14<sup>th</sup> and 15<sup>th</sup> (in the event we need to reschedule a prior session)

**Times:** You should plan on checking in between 3pm and 5pm. We will have dinner at 6pm and a working session from 7pm to 9pm. We will have breakfast at 8am and will start both days at 9am. We will wrap up on Sunday at around 4pm.

**Venue:** [The Glen Cove Mansion](#), Glen Cove, NY

**Tuition:** \$6,987.00 USD/ person.

**CBSAC Rate:** \$3,950 if you attended the CBSAC event with Prof. Rao on December 13<sup>th</sup>, 2011. Applications must be received on or before December 20<sup>th</sup>, 2011 in order to qualify for this rate.

**Accommodations Package:** You should budget another \$1,600 for your hotel and meals for the duration of the course ( 3 weekends).

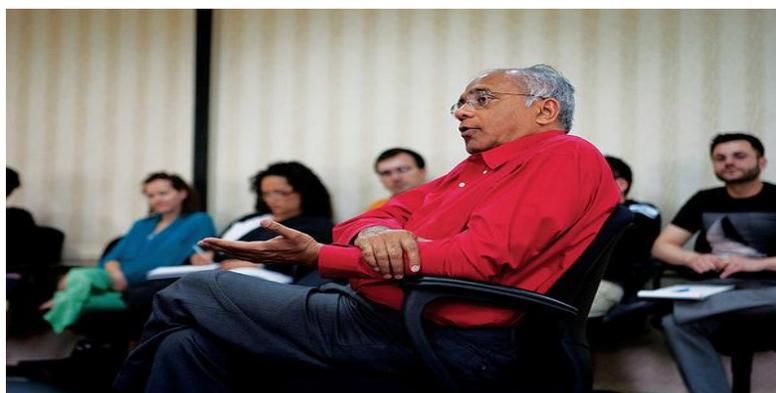


## Registration and Acceptance

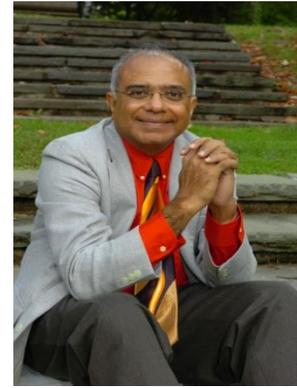
- [Syllabus](#)- please review before applying.
- All applicants must meet the qualification standards set forth by Dr. Rao
- All participants will complete the pre-work prior to Module A ( Pre-work list will follow which will include book readings
- If you are ready to apply, here is the [application](#).

**Please note:** This is the ONLY CPM open program being offered in New York in 2012. There are only 32 spots available and they tend to fill quickly. If you have any interest in this program, please send in your application as soon as possible.

If you have any questions about CPM, please contact Al Moscardelli at 905-605-0305 or by email at [al.moscardelli@cpminstitute.com](mailto:al.moscardelli@cpminstitute.com)



**Srikumar S. Rao** received his Ph.D. in Marketing from the Graduate School of Business, Columbia University. He has a degree in Physics from St. Stephen's College, Delhi University and an MBA from the Indian Institute of Management, Ahmedabad.



He conceived the pioneering course Creativity and Personal Mastery. This is the only business school course that has its own alumni association and it has been extensively covered in the media including the *New York Times*, the *Wall Street Journal*, the *London Times*, the *Independent*, *Time*, the *Financial Times*, *Fortune*, the *Guardian*, *Forbes*, *Business Week* and dozens of other publications. These articles, interviews and other details about his work are at [www.areyoureadytosucceed.com](http://www.areyoureadytosucceed.com)

He has done pioneering work in motivation and helps senior executives become more engaged in work and discover deep meaning in it. He also works with teams and groups and has been extraordinarily successful in using group dynamics to foster lasting personal change. Many who have been through his program experience quantum leaps in professional and personal effectiveness.

Dr. Rao is the author of "Are You Ready to Succeed: Unconventional Strategies for Achieving Personal Mastery in Business and Life", Hyperion, 2006. The book is an international best-seller and has been translated into many languages and distributed in all continents. His latest book, "Happiness at Work: Be Resilient, Motivated and Successful - No Matter What" McGraw-Hill was just released and has already become a business bestseller. It has also been widely translated.

He is a powerful speaker and his talks are hosted on many sites including [TED.com](http://TED.com) and [Thinkers 50 Interview](http://Thinkers50Interview.com). He has conducted workshops for and spoken before executives of Microsoft, Google, Merrill Lynch, McDonald's, Chubb, IBM, United Airlines, Allstate, Johnson & Johnson and dozens of others.

He has been a contributing editor for *Forbes* and writes regularly on management practices, leadership and about the impact of technology on business processes. He is a member of the American Society of Journalists and Authors.

Dr. Rao was an executive with Warner Communications, Continental Group, Data Resources and McGraw-Hill and has consulted with such companies as RCA, Reuters, Citicorp, GTE, Pan Am and Diner's Club. He has been a seminar leader with the Institute for Management Studies and the American Management Association. He is an expert on marketing strategy and has taught in the corporate programs of companies such as Verizon, Northrop-Grumman, Symbol Technologies and General Instruments as well as in the executive programs of London Business School, Columbia Business School and the Haas School of Business at the University of California at Berkeley.

Dr. Rao has taught at Columbia Business School, London Business School, the Kellogg School of Management at Northwestern University and the Haas School of Management at the University of California at Berkeley. He has served as a marketing advisor to the national board of MENSA. His other interests include tennis, squash, karate, table tennis and chess; Eastern philosophy and meditation; and Wodehouse, science fiction and creative writing.