



Think Different

A Full-Day Workshop on Positioning, Sales Strategy,
and Scaling Unfair Advantages for
Ambitious Organisations

Tuesday, 24 November 2026

www.CuriousMind.biz/ThinkDifferent



In South Korea, you can find packs of bananas sold at different ripeness levels so you always have a perfectly ripe one ready every single day.

**And what does this
have to do with selling?**



EVERYTHING!

Because putting customers at the heart of everything you do
is how you win the hearts of your customers.

It shows that you understand your customers' innermost desires
where others fail to notice.

It conveys a simple duty of care that is anything but simple
(just imagine the amount of effort went on behind the scenes).

It is trust earned through sincerity and action.

Because what selling is in the end...

is never really about the banana.

It's about the care.

This is the central premise of our Think Different workshop: helping you win
your customer's heart by obsessing over the smallest details and standing out
in the exact places your competitors aren't looking.



What you will learn?



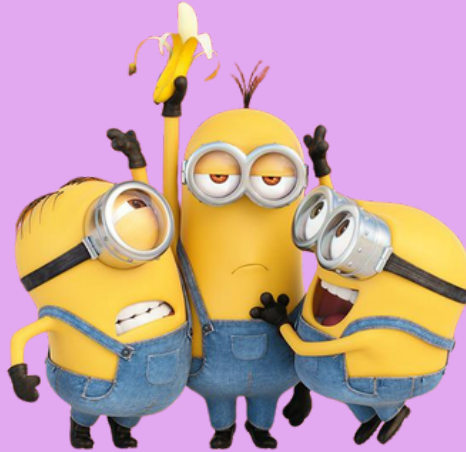
Thinking Differently

Learn how to Generate Ideas & Solve Problems like a Creative Genius



Positioning

Influence how you occupy and stand out in the minds of your customers.



Sales Strategy

- **The Buyer's Psychology:** Understand why people buy and how to decode customer motivation.
- **The Superstar Sales Mindset:** Cultivate the exact traits that separate elite producers from the pack—audacity, relentless persistence, sharp intuition, unshakeable confidence, and elite follow-through.
- **End-to-End Execution:** Master the art and mechanics of prospecting, pitching, and closing.



Finding Blue Oceans

- Discover Uncontested Market Space to beat your Competition.
- Harness Unfair Advantages through deep Self-Exploration and Strategic Partnership.



Who should Attend?

Existing Leaders & Marketing Leads

- Looking to discover new inspiration and strategies to spark great ideas, drive revenue, and elevate company performance.

Sales Managers & Professionals:

- Seeking long-term strategies to generate quality leads, cultivate deep customer loyalty, and consistently exceed sales targets.

Customer Success & Service Leaders:

- Dedicated to understanding customer friction, turning daily interactions into trust, and transforming support teams into brand advocates.

Forward Thinking Organisations

- Turning company culture and employees into a innovation and sales centric workforce.



Key Outcomes

1. Unlocking Creative Genius

- Master practical tools and strategies to independently generate breakthrough ideas for future strategic brainstorming.

2. Elevated Sales Performance

- **Strategic Sales Mindset:** Shift sales professionals from chasing quick transactions to driving business growth on a macro scale.
- **Granular Execution for Marketers:** Equipping marketing professionals with practical, frontline sales skill sets and deep execution insights.

3. Customer Experience & Loyalty Transformation

- **Service as a Sales Engine:** Train teams to see every service interaction as a sales opportunity - turning satisfied clients into lifelong ambassadors.

4. New Market Development

- **Strategic Expansion:** Capture new market share using structured brainstorming strategies and tools designed to establish high-value organizational partnerships.

5. Advanced Sales Competency

- **Empathy-Led Selling:** Standardize modern consultative skill sets across teams—combining emotional intelligence and active listening.
- **Culture of Ownership:** Inspire a unified, cross-departmental culture where every team member thinks and acts like a business owner who actively drives sales.



Think
Different



Your Coach: Shaun Hoon

Shaun is the founder of Curious Mind, a platform to inspire excellence through personal development. Shaun is a sought after corporate trainer with clients including Deloitte, the Ministry of Education, AIA and has spoken at TEDx, Brunei's Economic Development Board and ASEAN Youth Summit.

Prior to this, Shaun was also the founder of Inspire magazine which featured world famous thinkers and cultural icons including Fan Bingbing, Guy Kawasaki and Chef Martin Yan on the cover.

Since 2018, Shaun has helped over 5,000 young people discover their purpose, learn about climate responsibilities and develop their soft skills through his flagship leadership programs which includes: Youth Empowerment Summit, School of Life, Green Day and Future Leaders Academy.

Shaun was selected as the Founding Curator of Global Shapers in Brunei by the prestigious World Economic Forum. He is married with two beautiful daughters, and all of them reside in Brunei.



Workshop Details

Date:	Tuesday, 24 November 2026
Session Time:	9.00am - 4.30pm <i>12.00pm - 1.30pm Lunch Break</i>
Venue:	Meeting Room Level 1 Balai Khazana Islam Hj Sultan Hassanah Bolkiah
Fees:	BND200 / Pax
Early Bird Rate:	BND 180 <i>Register before 11th November 2026</i>
Group Rate:	BND 160 / Pax <i>For group of 5</i>
Provisions:	Tea Break Refreshments Certificate of Participation



Payment

Step 1

Please make direct transfer payment to:

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or

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Our Esteemed Clients

