

A WARM WELCOME IN JORDAN

Mid December 2007

Tony's inaugural visit to one of the most welcoming and hospitable of countries

On Tuesday 11th December 2007, Tony made his inaugural visit to the Kingdom of Jordan – one of the most welcoming and hospitable of countries. The approach to the country is magnificent, almost surreal - the plane flying for nearly 40 minutes over rolling golden deserts of the type imagined only in dreams. The 30-minute drive to the capital city, Amman, was a treat for the eyes – the route being studded with beautiful traditional stone buildings.

After a traditional and mouth-watering metze lunch, Tony engaged in an extensive



Tony Buzan:
Master of the Mind

programme of pre-arranged media interviews, highlighted by a long feature interview for the *Jordan Business Magazine*.

During his first evening, Tony gave a special presentation to help launch the new '**Thinking Bookshop**' in Amman – the brainchild of two remarkable ladies, one a very senior business person, and the other a member of the Jordanian Royal

Family. The premise behind the bookshop (which feels more like a home than a standard commercial book chain outlet), is that every nation needs as much information as possible on the Brain, Learning and Education.

Her Royal Highness Princess Rahma Bint Al Hasan

graced the evening with her presence, and a number of leading Jordanian personalities also attended, both for the presentation and the book signing afterwards... many of them staying on for the reception and 'Distinguished Guests' dinner that followed.



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*The event was then formally opened by **His Excellency Omar Manni**, the Mayor of Amman. His Excellency, a Mind Mapper himself, addressed the need for the development of Human and Intellectual Capital as a necessity, especially for businesses and government, in the modern world.*

The 150-member audience was populated with many of Jordan's leaders, including representatives from the King of Jordan's Royal Court.

The 2 day **Brain Capital Creation** course, hosted by **Mr. Yazan Hatamleh**, Chairman and Founder of the organising company, Sanaya, began the following morning. Yazan informed Tony that *two weeks* before the event it was completely sold out. The morning session was opened by Yazan himself, who delivered an impassioned and deeply philosophical speech on the need for learning and the development of human intelligence in this critical 21st Century. Tony's two-day course which followed emphasised information revolving around the *Mens Sana in Corporae Sano* theme. Tony was particularly impressed with the level of questioning from the participants, as well as their focus both on theory *and* the application of that theory to personal, family, professional and societal situations.

On the first evening of the course, a special dinner was held. It ended with an impressive closing ceremony, group photographs, the signing of books - and conversations on the development of Buzan Centres in Jordan and other Gulf countries.

