

## Inspiring breakthrough results



For the past 20 years, IWNC has pursued its mission of inspiring breakthrough business results in Asia. Everything we do is designed to stimulate significant, far-reaching improvements in our clients' businesses.

IWNC is Asia-focused with offices in Japan, China and Malaysia and clients in over 20 countries throughout the region. We have a diverse multinational and multi-cultural staff who understand the impact of Asia's diverse cultures on business operations throughout the region. As such, we are able to conduct team, leadership and organization development programs in English, Chinese, Japanese, and Bahasa Malaysian.

Our name - **I Will Not Complain** - underscores our mission to inspire people to take responsibility, to fulfill their potential, and to work together to overcome challenges and achieve success for themselves and their organization.



### Why camels?

When people see the IWNC logo, they often ask: Why camels?

In 1988, the founder of IWNC, Anthony Willoughby, lead a group of business executives in crossing the China's Taklamakan desert by camel. This inspirational trip and the way it changed the lives of those who were part of it prompted Anthony to establish IWNC.

Today the three camels represent the three business areas in which IWNC operates; [Leadership Effectiveness](#)

, [Team Effectiveness](#)

and

[Organizational Effectiveness](#)

. The three camels are also there to remind us of the three steps in the IWNC journey to inspire breakthrough results:

### [assess, solve and transform](#)

. For IWNC believes that any effective training solution is not a “one-off event” but is rather grounded in an initial assessment phase and the subsequent application of the solution to the specifics of the workplace situation.



For us, the camels have also come to stand for determination, perseverance and steadfastness, all properties of successful leaders, teams and organizations. The camel can also maintain its vision in the very toughest of circumstances, thanks to its pair of interlocking eyelashes which keep out the sand and a third eyelid which operates like a windshield wiper on a car. This eyelid is thin and translucent, allowing camels to see even in sandstorms, an attribute we call “camel vision”.

We would like to invite you to share this vision and come with us on an on an inspiring journey of success. [Please contact us for more information about IWNC](#) .