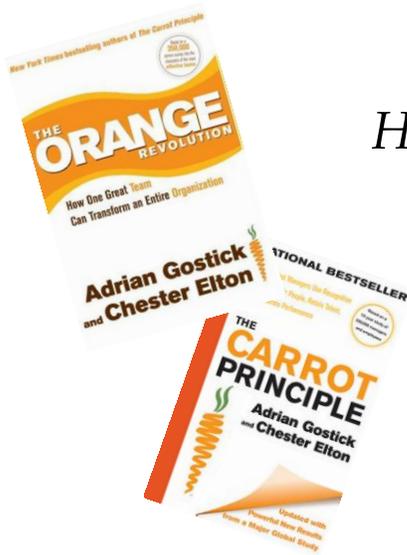


# The Carrot Principle

*How the World's Best Engage Their People,  
Retain Talent, and Accelerate Performance*

**January 20, 2011**

8:30 am - 12:00 pm



Creating an environment of engaged talent not only reduces the cost of turnover, but also accelerates top and bottom line performance. According to the Gallop Management Journal, "actively disengaged" employees - workers who are fundamentally disconnected from their jobs - are costing the U.S. economy between \$292 billion and \$355 billion a year. Can employee recognition help turn this around...the answer is yes!!!

This workshop builds its foundation on the research found in *The Carrot Principle*. Chester Elton speaks from the groundbreaking findings of a 10-year, 200,000-person study on leadership effectiveness. He also highlights compelling examples of leaders from ordinary organizations that have positively transformed business results through the use of employee recognition.

Elton will lead a lively discussion of how your organization can build high performing teams that outperform their peers by adopting The Carrot Principle. The presentation concludes with specific examples and hints for leaders who are ready to get started on a recognition strategy or are looking to enhance their current recognition abilities.

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**Chester Elton** has co-authored several successful leadership books including *The Carrot Principle*, *The Orange Revolution*, *The Invisible Employee*, and *The 24-Carrot Manager*. His works have been translated into over 20 languages and sold more than half a million copies worldwide.

Called the "apostle of appreciation" by the *Globe and Mail*, Canada's largest newspaper, and "creative and refreshing," by the *New York Times*, Elton has spoken to audiences all across the world. In 2005, he was the highest rated speaker at the national Society for Human Resource Management annual conference (Bill Cosby was the number-two rated speaker).

He serves as a recognition consultant to Fortune 100 firms such as DHL, KPMG, Wal-Mart and Avis Budget Group.




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## This program will help executives:

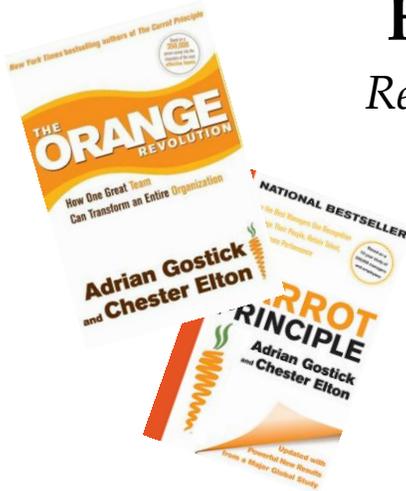
- Evaluate their current recognition programs and their value
- Build recognition strategies that will make a difference in developing high performing teams
- To create specific recognition moments to impact their organization

# High Performance Leadership

## *Revolutionizing Corporate Culture by Building Breakthrough Teams*

January 20, 2011

1:00pm - 4:30 pm



Effective and efficient teamwork is a cornerstone to the success of an organization. It sounds so simple, but why do some organizations have it and others spend a great deal of time and effort trying to find it? If you are in search of it or looking to improve it within your organization, you have just found what you were looking for.

In this half-day workshop, Chester Elton illustrates the steps teams take to conquer barriers, exceed expectations, and overcome mediocrity through brilliant collaboration. This presentation reveals the synergy that exists among teams in the world's most respected and innovative organizations—and how to tap into that power within any group of individuals. It shows how true teamwork produces results that change the world and can immediately increase productivity, engagement, loyalty, innovation and bottom-line results.

The Orange Revolution highlights the key traits found inside the world's most stellar teams, and the science (based on a 350,000 person study) of what breakthrough teamwork can do for your organization.

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He serves as a recognition consultant to Fortune 100 firms such as DHL, KPMG, Wal-Mart and Avis Budget Group.




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## This program will help executives:

- Cultivate a team through the Basic 4 (goal setting, communication, trust and accountability) + recognition
- Discover and use the six secret ingredients to world-class results
- Identify 101 ways to bring your teams together

# Re-Igniting the Passionate Organization

## *Create a Culture of Passion and Creativity*

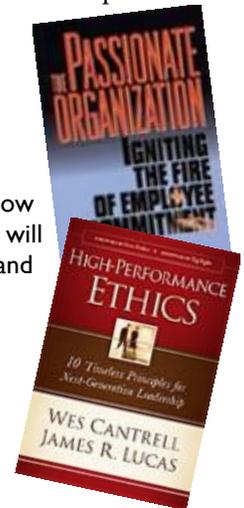
February 16, 2011

8:30 am – 4:30 pm

Numerous companies have had everything- the right product, skilled employees, and a commanding reputation- yet they still fail. Maybe they're forgetting the passion. Lucas really believes "the game is people and the formula for winning is involvement." The best leaders see past performance reviews and employee manuals. Their success comes from harnessing the employee's passion.

Lucas will emphasize "big vision", mutual trust, and deeply held core values in order to teach leaders how to find and ignite passionate employees who focus on creativity, diversity, and liveliness. This emphasis will ultimately unite the company in a fiery passion of quality production. A passionate workforce can win and gain a competitive edge by:

- Making shifts and leaps that strategic planning alone cannot envision;
- Fighting to achieve the organization's mission;
- Bringing continuous improvement, creativity, and innovation to their work; and
- Enjoying a more fulfilling life, personally and professionally, by committing to something greater than themselves.



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**James Lucas** is a treasure trove of leadership and organization development information. He is recognized as a groundbreaking author, thought leader, and professional speaker on the aforementioned topics. Lucas has held multiple key positions in a number of organizations including EMCI, Hallmark Cards, VF Corporation, and Black & Veatch Consulting Engineers. He has authored 14 books, five of which cover leadership and organization development. He has also served as a professor in the School of Professional Studies at Rockhurst University in Kansas City. Jim received his education in leadership, business, economics, and engineering at the University of Missouri.



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## This program will help executives:

- Learn ten clues to whether employees are passionate about a company and their role in it
- Align organization goals with employee's personal passions, and why it is both the right thing and the smart thing to do
- Create a culture where passion, creativity and high performance are alive and thriving, and how to pick and prepare the right passionate people

# Management at the Executive Level

## *Becoming the Manager Your Employees Deserve*

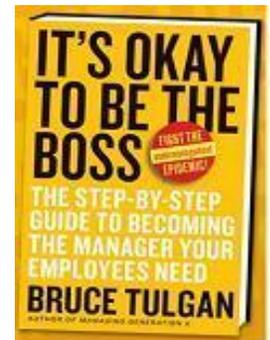
March 16, 2011

9:00 am – 3:00 pm

Do you...

- Feel you don't have enough time to manage your people?
- Avoid interacting with some employees because you hate the dreaded confrontations that often follow?
- Have some great employees you really cannot afford to lose?
- Secretly wish you could be more in control but don't know where to start?

Managing people is harder and more high-pressure today than ever before. There's no room for down time, waste, or inefficiency. You have to do more with less. And employees have become high maintenance. Not only are they more likely to disagree openly and push back, but they also won't work hard for vague promises of long-term rewards. They look to you--their immediate boss--to help them get what they need and want at work.



How do you tackle this huge challenge? If you are like most managers, you take a hands-off approach. You "empower" employees by leaving them alone unless they really need you. After all, you don't want to "micromanage" them and don't have time to hold every employee's hand. Of course, problems come up and often snowball into bigger problems. In fact, you probably spend too much of your time solving problems and falling behind on your work which leaves less time for managing people, which opens the door for even more problems!

During this program, Bruce addresses the biggest problem in corporate America—an under management epidemic affecting managers at all levels of the organization and in all industries—and offer another way. His clear, step-by-step guide to becoming the strong manager employees need challenges bosses to set employees up for success.



**Bruce Tulgan** is internationally recognized as the leading expert on young people in the workplace and one of the leading experts on leadership and management. Since 1995, Bruce has worked with tens of thousands of leaders and managers in hundreds of organizations ranging from Aetna to Wal-Mart; from the Army to the YMCA. In recent years, Bruce was named by Management Today as one of the few contemporary figures to stand out as a "management guru" and he was named to the 2009 Thinkers 50 rising star list. Bruce's newest book is *IT'S OKAY TO MANAGE YOUR BOSS*. He is also the author of the recent best-seller *IT'S OKAY TO BE THE BOSS* and the classic *MANAGING GENERATION X*. Bruce writes a regular online column for *The New York Daily*

*News* and his writings appear regularly in human resources, staffing and management journals. His writing has also appeared in dozens of magazines and newspapers, including the *Harvard Business Review*, *Business Week*, *HR Magazine*, the *New York Times*, the *Los Angeles Times*, and *USA Today*.

### This program will help executives:

- Overcome obstacles that prevent them from managing every day
- Develop strategies to become the boss employees *want* to work for and the organization where employees *want* to work
- Learn how to set employees up for success while still making accountability a real process

# Coaching with Compassion

## *Strategies for Developing and Energizing Others*

*April 20, 2011*

8:30 am – 4:30 pm

Dyadic relationships with the intent of helping others come in many forms. One of the fastest growing forms is coaching. But, understanding effectiveness in coaching has been elusive. An emerging contrast in coaching is the approach of coaching with compassion versus coaching for compliance. Each approach arouses somewhat different psycho-physiological systems and has an impact on a person's openness. Each affects the likelihood of sustained behavioral change. Coaching with compassion is believed to stimulate better cognitive functioning, increased perceptual openness to ideas, emotions and people, positive emotional states, increased immune health, and reverse some of the damage from chronic stress.

This session will highlight the latest findings and practices on coaching featuring the work of thought leaders in this area from the Weatherhead School of Management's Department of Organizational Behavior. This interactive day of learning will explore Weatherhead's distinctive approach to executive coaching in developing and energizing others. Grounded in the principles of Dr. Boyatzis' theory of intentional change, this approach to coaching leverages the individual's personal aspirations and desires to bring about sustained, desired change.

Discover how coaching with compassion results in positive behavior change for the long term.

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**Melvin L. Smith, Ph.D.** is an Associate Professor in the Department of Organizational Behavior and Faculty Director of Executive Education at the Case Weatherhead School of Management. He received his Ph.D. in Organizational Behavior and Human Resource Management from the University of Pittsburgh's Katz Graduate School of Business. Dr. Smith also holds a B.S. degree in General Management and Accounting from Purdue University and an MBA in Marketing from Clark-Atlanta University.



Dr. Smith's research and teaching focus on leadership and emotional intelligence in the workplace, as well as social exchange relationships, social networks, and the development and use of human and social capital in organizations.

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### **This program will help executives:**

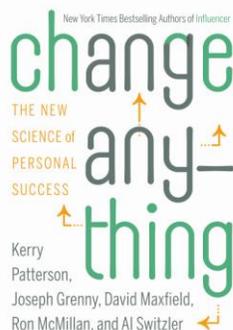
- Understand how to coach others for sustainable change
- Appreciate the difference between **coaching with compassion** and **coaching for compliance**
- Learn how coaching with compassion is a source of renewal for the coach, as well as a source of development for the person being coached

# Change Anything

## *The New Science of Personal Success*

May 11, 2011

8:30am-12:00pm



The fastest and surest way to improve results is to change human behavior. Research shows most people are caught up in a personal challenge that hinders their performance by as much as 50%. The authors of the *New York Times* bestseller, **Influencer**, have embarked on their largest study of personal influence to date in order to help individuals overcome years of personal set-backs and failures.

They studied the strategies, struggles, trials, and triumphs of 5,000 people trying to reach a personal goal. Whether it was getting a promotion, losing weight or increasing financial gain, those that reached their goal used the same basic influencing strategies. With these strategies, the authors molded an established science of personal change.

Employees who fully understand this scientific strategy for personal change are much more likely to:

- Accelerate their careers
- Secure their job
- Save struggling relationships
- Become financially stable



**David Maxfield** has uncovered causes and solutions to managerial, cultural, and operational inefficiencies that directly affect the bottom line. For over 20 years, Maxfield has researched these issues and helped clients like General Mills, Pizza Hut, Harvard Medical School, and Spectrum Health overcome such hurdles. Maxfield is the coauthor of *The New York Times* bestseller **Influencer: The Power to Change Anything**. He has taught at Stanford University and the Marriott School of Management at Brigham Young University. Currently, Maxfield is the vice president of research at VitalSmarts, an innovative corporate training company that teaches skills which deliver significant improvements to the results companies care about most. VitalSmarts has helped thousands of organizations, including more than three hundred of the Fortune 500, realize widespread and lasting results through its award-winning training programs.

### This program will help executives:

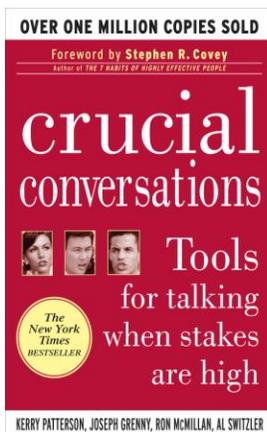
- Escape the willpower trap and overcome the harmful influences negatively shaping their behavior
- Be the scientist and the subject when it comes to observing, honing in and implementing their unique theory of change tailored to their specific needs
- Turn bad days into good data by concentrating less on dramatic success and focusing on incremental observing and learning

# Leadership for Maximum Engagement

## *Crucial Skills for Team and Organizational Performance*

May 11, 2011

1:00pm-4:30pm



For decades, experts and researchers have studied and dissected what differentiates the best leaders and leadership teams from the worst. This research has led the VitalSmarts team of experts to focus on vision, audacious goals, execution, and accountability. Leadership expert and *New York Times* bestselling author David Maxfield argues that rather than separating the bad from the good, leadership teams will learn more by asking what differentiates the good from the *best*. The best teams achieve something the rest never attain: 100 percent engagement and absolute intellectual honesty.

The Holy Grail of team performance is completely leveraging the hearts and minds of every team member. Typically, the roadblock that derails teams from leveraging their full potential is found in breakdowns of crucial conversations. Failures to fully disclose intellectual differences and fully confront collapses in performance are the root cause of mistrust, politics, and disengagement in top teams.



**David Maxfield** has uncovered causes and solutions to managerial, cultural, and operational inefficiencies that directly affect the bottom line. For over 20 years, Maxfield has researched these issues and helped clients like General Mills, Pizza Hut, Harvard Medical School, and Spectrum Health overcome such hurdles. Maxfield is the coauthor of *The New York Times* bestseller ***Influencer: The Power to Change Anything***. He has taught at Stanford University and the Marriott School of Management at Brigham Young University. Currently, Maxfield is the vice president of research at VitalSmarts, an innovative corporate training company that teaches skills which deliver significant improvements to the results companies care about most. VitalSmarts has helped thousands of organizations, including more than three hundred of the Fortune 500, realize widespread and lasting results through its award-winning training programs.

### This program will help executives:

- Confront collapses in performance due to mistrust, politics and disengagement in teams
- Immediately help improve their crucial conversations
- Influence their team to maximum engagement

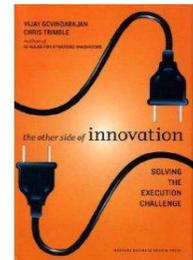
# The Other Side of Innovation

## *Solving the Execution Challenge*

June 15, 2011

8:30 am – 4:30 pm

**“Genius is one percent inspiration, ninety-nine percent perspiration.”** Thomas Edison said it over a century ago. Nobody listened. When companies launch innovation initiatives, they typically allot almost all of their time and energy on that initial one percent — the thrilling hunt for the breakthrough idea. But the much ballyhooed burst of inspiration is merely a starting point. The real innovation challenge lies beyond the idea. It lies in a long, hard journey from imagination to impact.



For ten years, Chris Trimble has studied one critical question, one that vexes even the best managed corporations: *What are the best practices for executing an innovation initiative?* Regardless of the type of innovation, the crux of the challenge is always the same. Business organizations are not designed for innovation; they are designed for ongoing operations. And there are deep and fundamental conflicts between the two.

This workshop will draw on examples from innovators as diverse as Allstate, BMW, Harley Davidson, IBM, Nucor, and Timberland.



**Chris Trimble** has dedicated the past ten years to studying a single challenge that vexes even the best-managed corporations: *how to execute an innovation initiative.*

His work came to fruition with the 2010 publication of ***The Other Side of Innovation—Solving the Execution Challenge***. Chris has also published three lead articles in the *Harvard Business Review*, including “How GE is Disrupting Itself,” in October 2009, with GE Chairman and CEO Jeff Immelt and Vijay Govindarajan.

Chris’s career mixes rigorous academic research with hard-nosed practical experience. His interest in innovation within large organizations developed early in his career, when he was a submarine officer in the United States Navy.

Chris is currently on the faculty at the Tuck School of Business at Dartmouth. He is a frequent keynote speaker and has spoken all over the world. He has also published in the *MIT Sloan Management Review*, *California Management Review*, *BusinessWeek*, *Forbes*, *Fast Company* and *The Financial Times*. He holds an MBA degree with distinction from the Tuck School, and a Bachelor of Science degree with highest distinction from the University of Virginia.

## This program will help executives:

- Avoid the most poisonous myths about innovation
- Understand why the two most common approaches to making innovation happen have severe limitations
- Build the right team for any initiative
- How to treat innovation as a process of disciplined experimentation

# Developing Leadership Talent

*Fostering Tomorrow's Leaders, Today*

**September 13, 2011**

8:30 am - 12:00 pm

**Leaders take people and organizations above and beyond to places they have never been before. Yet even with all their ability, these leaders can't do it alone.**

A fundamental paradox for leaders is that they transform their followers into leaders themselves. Leadership is not measured by what the leader wants to accomplish, but rather by what the leader instills in his or her followers and enables them to accomplish. What high-performing organizations realize is that "leadership is everyone's business." The entire office should be striving to take the initiative and make the changes that they know need to be made. Only then, when every person adopts a leadership mentality and responsibility, will the true testament of any leader be realized.

Barry Posner has seen every aspect of leadership development. His co-authored book ***The Leadership Challenge*** was named as one of the top 10 books on leadership of all-time, won the James A. Hamilton Hospital Administrators' Book-of-the-Year Award and the Critics' Choice Award from the nation's book review editors, was a *Business Week* best-seller, and has sold over 1.8 million copies in more than twenty languages. Barry has also received the American Society for Training and Development's highest award of *Distinguished Contribution to Workplace Learning and Performance*, Management/Leadership Educator of the Year by the International Management Council, named among the Top 50 Leadership Coaches in the nation (according to *Coaching for Leadership*) and among the Top 15 most influential thinkers in HR worldwide.

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**Barry Posner** is a Professor of Leadership at the Leavey School of Business, Santa Clara University (located in the heart of Silicon Valley), where he served for 12 years as Dean of the School. At Santa Clara, he has received the President's Distinguished Faculty Award, the Business School's Extraordinary Faculty Award, and several other outstanding teaching and leadership honors. Barry is an internationally renowned scholar who has published more than 85 research and practitioner-oriented articles and he is currently on the editorial review boards of the *International Journal of Servant-Leadership*, *Leadership and Organizational Development*, and *Leadership Review*. Barry also serves on the Board of Directors for EMQ Family First. Described as a warm, engaging and pragmatic conference speaker and dynamic workshop facilitator, Barry has made presentations and conducted workshops across the U.S., and around the globe, from Canada, Mexico and Europe to the Far East, Australia, New Zealand, and South Africa.

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## This program will help executives:

- Appreciate how leadership is a relationship and what factors enhance and sustain this
- Learn how to develop leadership skills – not only in themselves, but also in others around them
- Create an environment in which leadership becomes everyone's business
- Foster collaboration and build trust

# Strengthening Credibility

## *Becoming the Leader Others will Follow*

**September 13, 2011**

1:00 pm - 4:30 pm

The foundation of leadership is sound and solid credibility. It's about walking the talk, practicing what you preach, doing what you say you will do. How does a leader "walk the talk" when the path is always changing? How does a leader stay true to shared vision and values in such disquieting times? How do leaders inspire commitment, retain and develop the best talent when loyalty seems an out-dated concept?

Leaders need to understand and appreciate that leadership is a delicate relationship. They must learn what it takes to be the person that others would want to follow (purchase from, take advice from, go with them, etc.). Find out what Barry Posner has learned from his research and interviews with leaders around the globe, as will be revealed in his co-authored book *Credibility: How Leaders Gain and Lose It, Why People Demand It* (forthcoming August 2011). Understand and explore the first law of leadership: "People won't believe the message if they don't believe the messenger."

In this seminar you will learn how to improve your competence in the Six Disciplines of Credibility:

- Discovering Yourself
- Appreciating Constituents
- Affirming Shared Values
- Developing Capacity
- Serving a Purpose
- Sustaining Hope

Through these disciplines you will be able to strengthen the bonds that foster and create extraordinary effort among employees, which will in return lead to prosperous and beneficial results.

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**Barry Posner** is a Professor of Leadership at Santa Clara University (located in the heart of Silicon Valley), where he served for 12 years as Dean of the Business School. At SCU, he has received the President's Distinguished Faculty Award, the Business School's Extraordinary Faculty Award, and several other outstanding teaching and leadership honors. Barry is an internationally renowned scholar who has co-authored eight books on leadership and published more than 85 research and practitioner-oriented articles. Barry is considered one of today's leadership gurus, and has been honored by the American Society for Training and Development, International Management Council, and listed as one of the top leadership coaches in the United States and most influential HR thinkers worldwide. Described as a warm, engaging and pragmatic conference speaker and dynamic workshop facilitator, Barry has made presentations and conducted workshops across the U.S., and around the globe, from Canada, Mexico and Europe to the Far East, Australia, New Zealand, and South Africa.

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### **This program will help executives:**

- Learn what personal values, traits and characteristics people look for in their leaders
- Discover the impact of leadership credibility on profitability and the overall success of the organization
- Appreciate the six disciplines of credibility
- Strengthen their ability to develop and sustain credibility in the best and worst of times

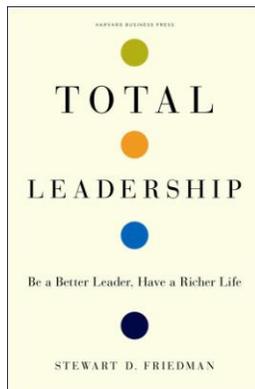
# Total Leadership

## Be a Better Leader, Have a Richer Life

*Leadership for performance in all parts of your life*

October 12, 2011

8:30 am - 4:30 pm



Now more than ever, your success as a leader isn't just about being a great businessperson. You've got to be a great person, performing well in all domains of your life — your work, your home, your community and your private self. That's a tall order. The good news is that contrary to conventional wisdom about "balance", you don't have to assume that these domains compete in a zero-sum game. Total Leadership is a game changing blueprint for how to perform well as a leader. It's not about trading off one domain for another, but finding mutual value among all four. Wharton professor Stew Friedman shows you how to achieve these "four-way wins" as a leader who can:

- BE REAL: Act with authenticity by clarifying what's important
- BE WHOLE: Act with integrity by respecting the whole person
- BE INNOVATIVE: Act with creativity by experimenting to find new solutions

With engaging examples and clear illustrations, you will receive hands-on tools for using these proven principles to produce stronger business results, find clearer purpose in what you do, feel more connected to the people who matter most, and generate sustainable change. Many leadership development programs focus only on your professional skills, while others about personal growth concentrate on your needs beyond work. Total Leadership is different. It is a unique and long-awaited resource that shows how to win in all domains of life.

**Stewart D. Friedman** is the founding director of the Wharton School's Leadership Program and Wharton's Work/Life Integration Project. He became the Management Department's first Practice Professor in recognition of his work on the application theory and research on the real challenges facing organizations. In 2001, Friedman completed a two-year assignment as the director of the Leadership Development Center at Ford, where he ran a 50-person, \$25M operation. Friedman has published numerous books and articles on work/life integration, leadership, and the dynamics of change. Friedman has consulted a wide range of organizations, executives and distinguished individuals, including Jack Welch and former Vice President Al Gore. He was chosen by Working Mother as one of "America's 25 most influential men for having improved conditions for working parents." Friedman earned his Ph.D. in Organizational Psychology from the University of Michigan.



### This program will help executives:

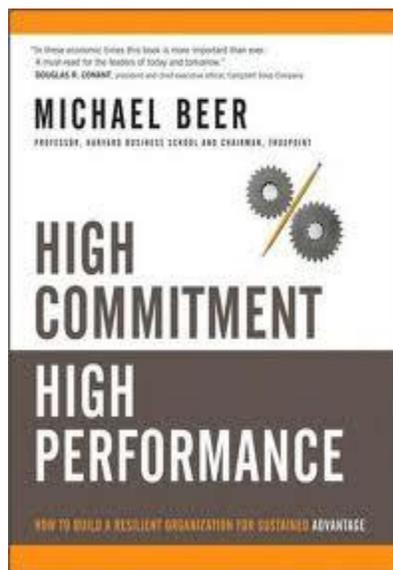
- Learn a proven method for producing sustainable change in all parts of life
- Discover ways to perform better according to the standards of the most important people in your life
- Become a more inspired, productive, and effective leader

# High Commitment, High Performance

*How to Build a Resilient Organization for Sustained Advantage*

**October 26, 2011**

8:30 am - 4:30 pm



With many companies battered by the economy, commitment from leaders and employees might seem like increasingly precious resources. Yet commitment and performance are essential elements of any successful firm no matter the health of the economy, according to Michael Beer.

Leaders must make conscious, principled choices. Such principled choices define a firm's character. They are:

**Purpose:** Defines firm's contribution to customers, employees, investors, community, and society.

**Strategy:** Firms need a distinct and focused winning strategy to stick with through good times and bad

**Risk:** Firms must avoid unnecessary financial risks, but they must capitalize on sound business initiatives.

**Motivation:** Firms have to determine how people will be managed and whether they work solely for money or quality products.



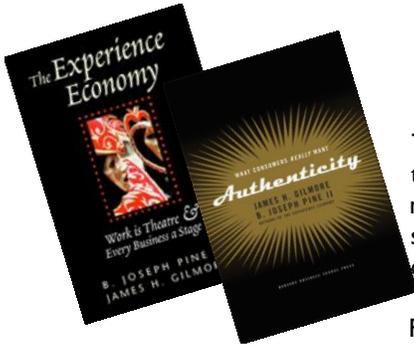
**Michael Beer** is Cahners-Rabb Professor of Business Administration, Emeritus at the Harvard Business School and Chairman of TruePoint, a research based consultancy that works with senior executives who aspire to transform their organization into a high commitment and performance system. Beer has authored nine books and written numerous articles in academic and business journals. His book, *The Critical Path to Corporate Renewal*, won the Johnson, Smith & Kinsley Award for the best book on executive leadership and was a finalist for the Academy of Management's Terry Book Award. Beer has taught in many executive programs at Harvard Business School, including the Advanced Management Program, the International Senior Management Program.

## This program will help executives:

- Manage with their heads to develop an organized design, business processes, goals and focused strategies
- Manage with their hearts to give employees a sense of higher purpose and the capability to make a difference
- Keep their egos in check and develop honest, collective conversational skills with lower level employees

# Welcome to the Experience Economy

*New Ways of Creating More Value for Your Customers*



November 15, 2011

8:30 am - 4:30 pm

Today, goods and services are everywhere becoming commoditized. Businesses must, therefore, ascend to a new level of economic value by staging *experiences* – memorable events that engage customers in an inherently personal way. Mr. Pine will show why this is so, and how you and your company – no matter its industry or current offerings – can succeed in the emerging Experience Economy.

Further, because of this shift to experiences, people increasingly question what is real and what is not. They no longer want the fake from the phony; they want the real from the genuine. As authenticity becomes the new consumer sensibility, the number one business imperative for every company is to *render* its offerings – whether true commodities, tangible goods, intangible services, or memorable experiences – to be perceived as authentic.

Mr. Pine will provide a number of tools and frameworks that will enable you to figure out how to render authenticity, including how to appeal to five different genres of authenticity and how to pass the Polonius Test – meeting the two key standards of authenticity. Throughout, you will learn not only what is going on in the world of business today, but what you and your business can do to find new ways of creating economic value for your customers.

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**B. Joseph Pine II** is an internationally acclaimed author, speaker, and management advisor to *Fortune 500* companies and entrepreneurial start-ups alike. He co-founded Strategic Horizons LLP, a thinking studio dedicated to helping businesses conceive and design new ways of adding value to their economic offerings.

Mr. Pine and his partner James H. Gilmore also wrote ***Authenticity: What Consumers Really Want*** (Harvard Business School Press, 2007), which recognizes that in a world of increasingly paid-for experiences, people no longer accept the fake from the phony, but want the real from the genuine. This book, named one of the top ten business books of the year by Amazon.com, provides a way of thinking about authenticity in business plus a set of tools and techniques for rendering authenticity in any company.



***The Experience Economy: Work Is Theatre & Every Business a Stage*** (Harvard Business School Press, 1999), which demonstrates how goods and services are no longer enough; what companies must offer today are *experiences* – memorable events that engage each customer in an inherently personal way. Businesses should embrace *theatre* as an operating model to stage unique experiences. Mr. Pine also wrote the award-winning ***Mass Customization: The New Frontier in Business Competition*** (Harvard Business School Press, 1993).

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## This program will help executives:

- Understand the fundamental change in the very fabric of the economy that is the shift to experiences
- Determine what this means for their business and what to do about it
- Develop specific ideas for creating greater economic value for customers