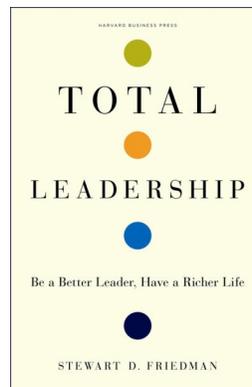


Total Leadership: Be a Better Leader, Have a Richer Life

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.

This Program will help leaders:

- 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



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.

Learn. LEAD. Serve.

To find out more about developing leaders across your organization, please contact us at:

