

The Leadership Forum at Georgia Tech



best thinkers, best thinking.

John Horton, our founder, started The Leadership Forum in 1996 as a place where executives could come for the best -- the best thinking on a variety of relevant and necessary topics from some of the best minds in the world. The environment was to be interactive with give-and-take between the members and the speakers. It was all about fresh thinking, about new ideas, and about developing new perspectives.

The speakers were to be from a broad spectrum of prominent academicians, gifted educators, pioneering researchers, award-winning authors, or successful entrepreneurs.

The program did not focus on one-time events, but rather a discipline of lifelong learning. Each year, it was to weave new topics and new speakers into a unique curriculum that provided leaders with an ever lengthening competitive edge.

The Leadership Forum was designed for high impact leaders who are driven to make a difference and have a genuine interest in learning from the "best and brightest" as a means to that end.

It still is.

In 2007 The College of Management at Georgia Tech took ownership of The Leadership Forum to continue and expand the high level of executive education its members have come to expect over the past dozen years.

CollierBrown&Co.
Advisors to Senior Management

Previous Speakers

2006 Symposium Innovative Leadership

Thomas Barnett
A Future Worth Creating

Grant McCracken
Culture and Consumption

Dan Pink
A Whole New Mind

Martin Seligman
The Power of Authentic Happiness

Mark Granovetter
The Power of Social Networks

Virginia Postrel
Luxury is Not a Luxury Anymore

James Kouzes
A Leader's Legacy

2005 Symposium What Really Works

Juan Enriquez
As the Future Catches You

Jim Murphy
Flawless Execution

Rita McGrath
MarketBusters: 40 strategic moves...

Michael Raynor
Innovation as Strategy

Tom Kelley
Practical Innovation

Patrick Lencioni
4 Disciplines for Building Healthy Organizations

Marshall Goldsmith
Leadership is a Contact Sport

2004 Symposium Achieving Extraordinary Performance

Peter Block
Acting on What Matters

Joan Magretta
Managing for Performance

Joe Pine
Get Real! The Authentic Business

Craig Wortmann
Stories That Engage for Results That Matter

David Norton
Best Practices in Executing Strategy

Peter Drucker
Drucker on Performance:

2003 Symposium Leading in Times of Uncertainty

George Will
The Character of America

Karl Weick
Managing the Unexpected

Terry G. Warner
Leadership and Self-Deception

Robert Quinn
Deep Change in Organizations

Michael Useem
The Nexus of Leadership and Uncertainty

Adrian Slywotzky
How to Grow When Markets Don't

2002 Symposium The New Fundamentals: Focusing on What Matters

Stephen Ambrose
Past Track to the Future

Kathleen Eisenhardt
Simple RULES!: The New Fundamentals of Strategy

Nancy Koehn
Consumer Priorities During Economic Turbulence

Chuck Martin
The New Rules for Running a Business in a Day-To-Day World

Robert Kaplan
The Balanced Scorecard

John P. Kotter
Unleashing Leadership

2001 Symposium Leading on the Frontier

Ron Heifetz
Leadership w/o Easy Answers

Jordan D. Lewis
Building Successful Alliances

Gen. Charles Krulak, USMC (Ret.) & David Freeman
Innovation on the Front Lines

David Allen
Executive Productivity

Sheila Heen & Douglas Stone
Difficult Conversations

William Ury
Negotiating in the New Economy

Jim Collins
Good to Great

2000 Symposium High Tech, High Touch

Lester Thurow
Building Wealth in the New Economic Era

Joseph Pine
Creating Customer-unique Value

Robert Cooper
Applying the Practical Power of Emotional Intelligence

Sam Hill
Managing Growth Assets

George Gilder
Leveraging Broadband

Jay Conger
Leading in an Age of Persuasion

1999 Symposium Leading Change in the Connected Economy

Don Tapscott
Blueprint to the Digital Economy

Fred Wiersema
Securing Market Leadership

Adrian Slywotzky
Entering the Profit Zone

Chunka Mui
Unleashing the Killer App

Noel Tichy
The Leadership Engine: Building Leaders at Every Level

Alvin Toffler
The Economy of the Future

1998 Symposium Strategies for the Real World

Gary Hamel
Strategy as Revolution

John Sifonis
Balancing Leadership, Governance & Technology

Christopher Meyer
How Silicon Valley's Innovation Can Work in Your Business

Stephen Carter
Integrity: Bringing Who You Are to What You Do

Gifford Pinchot
Building Intelligent Organizations

Alan Webber
Balancing Critical Factors in an Age of Complexity

Warren Bennis
On Becoming a Leader

1997 Symposium Framing the Future

Alvin Toffler
Nicholas Negroponte
Framing the Future

Richard D'Aveni
Managing in the Age of Hypercompetition

Frederick Reichheld
The Loyalty Effect

Judy Rosener
The Business Case for Diversity

Jon Katzenbach
Combining the Wisdom of Teams and Real Change Leaders

D. Quinn Mills
Leadership and Empowerment

1996 Symposium Building Visionary Companies

Jim Collins
The Successful Habits of Visionary Companies

Judith Bardwick
Finding Comfort in Endless Danger

Ed Lawler
Creating a High Performance Organization

William Davidson
Beyond Reengineering: Breakthrough of Champions

Richard Ross
Leading Learning Organizations

Len Schlesinger
Putting the Service Profit Chain to Work

The Leadership Forum at Georgia Tech

<p>Jeff DeGraff February 13, 2007</p>  <p><i>Leading Creativity & Innovation</i></p>	<p>specs:: internationally recognized expert in innovation and creativity. <i>BusinessWeek</i> refers to Dr. DeGraff as the “Dean of Innovation” because he is a top innovation consultant to 3M, Coca-Cola, GE, Pfizer and Reuters to name a few. Jeff’s approach to innovation has been particularly successful at launching several ‘Imagination Breakthroughs’ at GE which were instrumental in the company meeting its aggressive growth targets. His most recent book is <i>Leading Innovation: How to Jumpstart Your Organization’s Growth Engine</i></p> <p>big idea:: a combination of innovation, creativity and understanding the power of competing values to develop a pragmatic framework to unlock the creativity and capacity for growth in each of us</p> <p>what you can expect to learn:: a proven framework for understanding innovation, developing an innovation operating model, and strategies for managing the competing values within your organization</p>
<p>Roch Parayre March 13, 2007</p>  <p><i>Scanning the Periphery</i></p>	<p>specs:: Senior Fellow at the Mack Center for Technological Innovation at the Wharton Business School and Managing Director of Decision Sciences International and has worked with scores of companies including—American Airlines, Disney, EDS, Lockheed Martin, Lucent, Merrill Lynch, and Microsoft.</p> <p>big idea:: The biggest dangers to your company are the ones you don’t see coming; today’s leaders must know how to spot them early and respond effectively; discover innovative methods for how to balance your time between focusing on your core activities and checking the periphery.</p> <p>what you can expect to learn:: How to decide what to look for, where to look, and how to interpret what you see by learning from the past, evaluating the present, and envisioning the future</p>
<p>Rod Beckstrom May 15, 2007</p>  <p><i>The Unstoppable Power of the Leaderless Organization</i></p>	<p>specs:: co-author of <i>The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations</i>. The starfish is a perfect metaphor for decentralized organizations with its regenerative powers. The spider, in turn, sort of looks like a starfish—it has a bunch of legs coming out from a centralized body. But the spider has a head—it’s centralized. The contrast between these two animals is the basis for the title. Rod is a pioneer in the field of derivatives trading, risk management and doing business in the Internet age.</p> <p>big idea:: understanding the differences between starfish and spider organizations; and how leaders need to adjust their market strategies and leadership styles to effectively compete with starfish organizations</p> <p>what you can expect to learn:: leadership strategies for transforming a spider organization into more of a starfish organization; and proven methods for competing with starfish organizations</p>
<p>Cam Marston July 17, 2007</p>  <p><i>Unleashing the Power of Generational Insight</i></p>	<p>specs:: a recognized expert on demographics and the future of the workforce. He is an author, consultant and popular speaker who has worked with Fortune 500 companies and small businesses throughout the world to improve multigenerational relations and communications. Cam’s insights are the result of more than eight years’ extensive research and study inside businesses of all sizes and sectors. His first book <i>Motivating the “What’s In It For Me” Workforce</i> was published in October 2005</p> <p>big idea:: interviewed hundreds of representatives of the various generations—and their answers to key questions are interesting, sometimes surprising, and a must-know for today’s business leaders</p> <p>what you can expect to learn:: new ways for approaching generational differences in the marketplace and a better understanding of the “Four Generations in the Workplace” and how to get “the best” from each</p>
<p>Edith Weiner September 18, 2007</p>  <p><i>FutureThink: How to Think Clearly in a Time of Change</i></p>	<p>specs:: president of Weiner, Edrich, Brown, Inc., a leading futurist consulting group in the United States. Formed in 1977, WEB has served over 300 clients (corporate, academic, government) in identifying opportunities in marketing, product development, strategic planning, investments, human resources, public affairs and advertising. Edith has been a guest lecturer at Wharton, Harvard and Brown. She is the co-author of four books including <i>FutureThink</i> (Prentice-Hall, 2006)</p> <p>big idea:: <i>FutureThink</i> teaches the most important leadership skill you can learn right now—how to manage the future. This session will stretch the boundaries of our perception and open new avenues for development</p> <p>what you can expect to learn:: An American Express executive says that “this primer on critical thinking is a vitamin-B shot to the brain.” ; how to harness critical thinking skills for succeeding in a rapidly changing economy and the “foreseeable” future</p>
<p>David Herold November 13, 2007</p>  <p><i>The Leader’s Role in Change and Innovation</i></p>	<p>specs:: David Herold (Ph.D., Yale University) is the Gary and Elizabeth Jones professor of organizational behavior at the Georgia Tech College of Management. He is a popular executive development speaker and a consultant to Fortune 500 companies in the areas of executive development, change management, and other behavioral issues in organizations. David is co-author of <i>Slaying the Change Dragon</i>, scheduled for release in late 2007, based on his extensive consulting, teaching, and research experiences in the area</p> <p>big idea:: conventional wisdom, e.g., people naturally resist change, is wrong. Instead, change success is a function of the complex interplay between the nature of the change, the setting in which it takes place, the people asked to embrace it, and the process used to implement it</p> <p>what you can expect to learn:: new models for thinking about and producing meaningful change and a better understanding of why so many of our changes do not produce the intended results</p>

2007

- Jeff DeGraff**, *Leading Creativity and Innovation*, 02.13.07
- Roch Parayre**, *Scanning the Periphery*, 03.13.07
- Rod Beckstrom**, *The Unstoppable Power of Leaderless Organizations*, 05.15.07
- Cam Marston**, *Unleashing the Power of Generational Insight*, 07.17.07
- Edith Weiner**, *FutureThink: How to Think Clearly in a Time of Change*, 09.18.07
- David Herold**, *The Leader's Role in Change and Innovation*, 11.13.07

program options::

The Leadership Forum at Georgia Tech

- Tuition for the 2007 Symposium of The Leadership Forum at Georgia Tech is **\$2,950** per participant for the full year (all six speakers).
- Tuition for the "Pick 3" option of the 2007 Symposium is **\$1,695** per participant (pick any three speakers).
- Tuition includes the sessions, written synopsis of "big ideas", and a copy of each speaker's book
- Sessions are interactive; give and take with the speaker. This is no mere lecture series.
- Substitutes are welcome if member's participation is not possible.
- All sessions are held at Technology Square at Georgia Tech and begin at 8:30 am and end before 12:00 noon.

Registration

- It's as easy as 1 – 2 – 3...
 1. Decide **who** will attend and **what** they will attend -- choose full year (what most people do) or Pick 3
 2. Complete this form
 3. Fax it to **404.894.5603**
- You can also register on our website at www.execinfo.org

For any questions, more information or current pricing, **please contact Dan Stotz (dan.stotz@mgt.gatech.edu) at 404.894.1887** or visit the web site at www.execinfo.org.



**The Leadership
Forum**
at Georgia Tech

please select from below::

- Please register _____ participants for **The Leadership Forum at Georgia Tech** for 2007 (\$2,950 per participant).
- Please register me for 3 individual sessions ("Pick 3") for **The Leadership Forum at Georgia Tech** (\$1,695 per person). Please check desired three sessions to the left.
- Please contact me about a large group membership for **The Leadership Forum at Georgia Tech**

Contact Name _____
 Organization _____
 Address _____
 City, State, Zip _____
 Position _____
 Division/Dept _____
 Phone _____
 Fax _____
 Email _____

of Participants _____

Total Tuition \$ _____

please list additional participants on a separate page

Fax registration form to 404.894.5603 or mail to The Leadership Forum at Georgia Tech, 800 West Peachtree Street NW, Atlanta, GA 30308-0520, or register online at www.execinfo.org.

payment options::

- Check enclosed (Please make payable to Georgia Tech CoM; U.S. dollars only)
- Please bill my company (Payment is expected prior to sessions)
- American Express, Visa, Master Card

Account No. _____

Expiration Date _____

Signature _____