



## Good business today is all about character-based leadership

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### CORPORATE IN-COMPANY VIEWING:

## The Qualities of a Leader

### Align Your Leadership with the World's Best

*The Qualities of a Leader* will be the premiere leadership development experience that allows you to be more informed, more productive, and more effective — equipped to lead successfully.

An unprecedented line-up from virtually every circle of influence will bring to life the qualities that all great leaders have in common, highlighting many of the themes from John C. Maxwell's best-selling book, *The 21 Indispensable Qualities of a Leader*.

This event is an unparalleled opportunity for you to hear from not just one, but several revolutionary leaders whose practical and tactical approaches to personal and organizational challenges have made them legendary.

*The Qualities of a Leader* will enable you to not only understand leadership, but actually implement successful and proven leadership qualities, positioning you and those around you to reach new levels of effectiveness and growth.

Join over 50,000 business professionals from 400+ cities worldwide in this event. Engage the minds and spirits of your people and unleash their leadership potential by bringing this World-Class Leadership Development program to the comfort of your own company.

### Learning Outcomes

You will gain valuable insights into the following:

- Recognize and refine the personal characteristics needed to be a truly effective leader.
- Unpack the laws that sustain leaders in the most difficult times.
- Increase productivity through masterful management strategies.
- Understand the keys to moving your people to new levels of effectiveness.
- Extend your ability to influence others and outpace the rest of your field.
- Implement "high yield" leadership habits that will translate into powerful results.

**Certificate of Professional Leadership Development** will be awarded at the end of the program.

**Invest in yourself and those around you to lift your life and business to a higher level.**

## Align Your Leadership with the World's Best...

### The Leaders of West Point

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Professors like to say that at West Point you are taught the history made by its own graduates. It happens to be very true. West Point is a national citadel that has produced America's greatest military leaders and two American Presidents.

From Washington and Jefferson to Grant and Lee, from Patton and MacArthur to Eisenhower and Schwarzkopf, heroes are something West Point has in extreme abundance. Based on a simple but profound creed, "Duty, Honor, and Country," its graduates take with them not just an esteemed education, but immortal ideas and a system of values to live by.

**Legendary leaders from West Point provide insight on what makes the academy a launching pad for greatness and what it takes to develop high potential leaders.**

### Zig Ziglar

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Zig Ziglar is an all-American success story. His motto: "You can have everything in life you want if you will just help enough other people get what they want." As a talented speaker and author who has written over 23 books (9 have been on the best-seller lists) his international appeal has transcended every culture and career.

The client list of Ziglar Training Systems reads like a who's who in American and global business. Recognized by his peers as the quintessential motivational genius of our times, Zig Ziglar's unique delivery style and powerful messages have earned him many honors as one of the most sought after experts in the world on personal growth.

**Ziglar encourages you to embrace the notion of setting and reaching goals and how to stay motivated in the process.**

### John C Maxwell

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Known as America's authority on leadership, Dr. John C. Maxwell is a powerful communicator and best-selling author of more than 40 books, including The 21 Irrefutable Laws of Leadership. He is the founder of INJOY and Maximum Impact, and is committed to developing leaders of excellence and integrity by providing the finest resources and training for personal and professional growth.

Speaking to more than 350,000 people each year and reaching over a million more through his resources, John has facilitated the leadership training and development of large corporate teams including Starbucks, AFLAC, Wal-Mart, and Primerica. He also has a unique brand of leadership coaching that has proven effective for teams like the Green Bay Packers, San Diego Padres, and the Indianapolis 500 drivers.

**Maxwell shows you how to unleash the power of the qualities of a leader and how to engage in "high yield" leadership activities that will give you the edge.**

## Coach Pat Summitt

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As the nation's winningest women's basketball coach, The University of Tennessee's Pat Summitt will garner yet another career milestone this season, coaching in her 1,000th career game. For nearly three decades, Summitt has been at the helm of a championship basketball program at UT. This head coach eclipsed the 800 career victory plateau midway through her 29<sup>th</sup> season. In doing so, she became the first woman in all of NCAA Division I basketball to accomplish such a lofty goal. She reached 800 wins faster than any basketball coach at any level.

She has coached six NCAA Championship Teams, 11 Olympians, 17 Kodak All-Americans and 56 All-SEC performers. It's no wonder that on October 13, 2000, she was inducted into the Basketball Hall of Fame in Springfield, Massachusetts.

**Summitt unveils the secrets to taking teams to the finish line and beyond, through the Law of the Edge.**

## Coach John Wooden

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The UCLA teams coached by John Wooden scaled unprecedented heights that no future organization in any sport is likely to approach. Under his masterful guidance, the Bruins set all-time records with four perfect 30-0 seasons, 88 consecutive victories, 38 straight NCAA tournament victories, 20 PAC-10 championships, and 10 national championships, including seven in a row.

Considered one of the finest teachers the game has ever seen, The Pyramid of Success is a well-known by-product of the Wooden coaching era. His ability to instill these principles upon his players made Wooden a master of developing talent, including NBA legends such as Bill Walton and Kareem Abdul-Jabbar. A sixtime Coach of the Year, Wooden is one of only two people honored in the Basketball Hall of Fame as both a player and a coach.

**Wooden shows how the principles of positive teaching and mentoring have made him one of the most legendary names in basketball history.**

## Steven S Reinemund

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Prior to becoming Chairman and CEO in May 2001, Steven S. Reinemund, an 18-year PepsiCo veteran, was President and COO. Under Reinemund's direction, PepsiCo has focused on becoming a world leader in convenient foods and beverages.

With revenues of about \$25 billion, PepsiCo ranks as the world's fourth largest food and beverage company. It includes: Frito-Lay, the world's largest manufacturer and distributor of snacks; Pepsi-Cola, the second largest soft drink business; Tropicana, the largest marketer and producer of branded juices; Gatorade, the world's leading sports drink; and Quaker Foods, which merged with PepsiCo in August 2001 and firmly strengthens PepsiCo's position as a leading refreshment beverage and snack company.

**Reinemund will reveal the value of embracing change and the key factors in moving your people to new levels of effectiveness.**

## Michael Duke

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As President and CEO of Wal-Mart Stores, USA, Michael Duke is responsible for retail and merchandising operations of Wal-Mart Stores, Supercenters, and Neighborhood Markets in the United States. Prior to joining the company, Duke had 23 years experience in retailing with Federated Department Stores, May Department Stores, and Venture Stores.

Duke graduated from Georgia Tech with a bachelor's degree in industrial engineering and currently serves on Georgia Tech's Advisory Board. In addition, he serves on the Board of Directors of Arvest-Bank of Bentonville and the International Mass Retail Association.

**Duke emphasizes the importance of corporate culture, whether in a multi-national company or small start-up.**



## THE POWER OF ONE

### Leadership Lessons from the Front Lines: Motivating and Achieving Execution

Here is a chance to hear from leading business executives involved in running the world's most prestigious companies. Focusing on "the power of one," each executive will bring to life certain qualities akin to their personal leadership experience, providing fresh insight on leadership in today's ever-changing business climate. Moreover, these leading executives and captains of industry will comment on the importance of ethics and values in today's global business arena.

## Tom Chapman

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Tom F. Chapman is Chairman and Chief Executive Officer of Equifax, Inc., a 104 year old Atlanta based information solutions company. Before joining Equifax, Tom served 20 years with First Atlanta Corporation (Wachovia since 1985). Tom earned a bachelor's degree in economics from Clemson University and has completed the Advanced Management Program of the Harvard University Graduate School of Business. Tom currently serves on the Board of Directors of the Southern Company, Metro Atlanta Chamber of Commerce, and the Carter Center.



### Eric Pillmore

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Eric M. Pillmore assumed the newly created position of Senior Vice President-Corporate Governance for Tyco International, a global company in over 100 countries with 267,000 employees worldwide, during August 2002. Previously, he served as Senior Vice President, CFO and Secretary of Multilink Technology Corporation. Eric is a graduate of the University of New Mexico with a BBA from the Andersen School of Business. He has been married to his wife Pamela for 24 years and they have five children. He and his family currently reside in Doylestown, PA.

### Stephen Graves and Thomas Addington

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Stephen R. Graves and Thomas G. Addington, Co-Founders of Cornerstone Group Consulting and The Life@Work Journal, have been business partners and friends for over a decade. They speak regularly in business and academic settings, they publish frequently, they consult with public and private companies, and serve on a variety of national boards. Both hold a doctorate, both are deeply devoted to their families, and both love the never-ending challenge of coaching leaders toward the finish line.

“An extraordinary opportunity for anyone who truly wants to become a better leader! The keen insights and contagious energy have a profound and positive effect on people. Find out why audiences keep coming back for more.”

**Ken Blanchard**

*Co-author of The One Minute Manager*

“Offers sound advice and practical applications. Each speaker has a real gift for sharing the depth and breadth of their leadership experience in a way that is immediately applicable to all levels of management.”

**S. Truett Cathy**

*Founder and Chairman of Chick-fil-A, Inc.*

## Event Schedule

<b>9:30am</b> – 11.00 am	<b><u>SESSION I</u></b> Mark Sanborn John Maxwell
<b>11:00am</b> – 11.30am	Coffee/Tea Break
<b>11:30am</b> – 12.30pm	<b><u>SESSION II</u></b> Michael Duke <i>Hosted by Steve Graves &amp; Tom Addington</i> Zig Ziglar
<b>12:30pm</b> – 2.00pm	Lunch Break
<b>2:00pm</b> – 3.15pm	<b><u>SESSION III</u></b> Coach Pat Summitt Coach John Wooden John Maxwell – Values Cards exercise
<b>3:15pm</b> – 3.45pm	Coffee/Tea Break
<b>3:45pm</b> – 4.50pm	<b><u>SESSION IV</u></b> Lieutenant General William Lennox Executive Panel <i>Hosted by Steve Graves &amp; Tom Addington featuring Steven Reinemund, Michael Duke, Tom Chapman and Eric Pillmore.</i> Jackie Freiberg
<b>5:00pm</b>	Program Ends

Corporate In-Company Viewing Proposal  
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