




THE LEADERSHIP FORUM AT GEORGIA TECH

THE EXPECTATION ECONOMY: DOING MORE WITH LESS

THE BUSINESS SCHOOL AT GEORGIA TECH





THE LEADERSHIP FORUM AT GEORGIA TECH.
FRESH PERSPECTIVES. NEW THINKING.
CHALLENGING IDEAS. INTERACT WITH SOME OF
THE WORLD'S BEST THINKERS. DISCOVER WHAT
TRENDS THEY'RE WATCHING...AND LEADING.

The expectation economy: doing more with less. Today's economy requires organizations to do more with less. However, while budgets are limited, expectations are not. There's a growing population of savvy, well-researched consumers who demand an exceptional experience with each and every good and service. Get valuable, proven strategies on how to deliver more – with less – in this expectation economy driven by word of mouth and instant Internet access. The Leadership Forum at Georgia Tech brings the best of the best thought leaders to you.

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.COM



FUTURE BUSINESS MODELS: DOING MORE WITH LESS

DANIEL BURRUS

TUESDAY, FEBRUARY 10, 2009

Daniel Burrus is a leading technology forecaster and business strategist. The author of six books, including *Techno Trends*, he is known for accurately predicting technology trends and their direct impact on the world of business.

What you can expect to learn:

- By forecasting the future, you can gain the competitive advantage by predicting permanent change.
- Acquire insight into future business trends including the imperative to “do more with less” and the secret to multiplying your time.



HOW TO INNOVATE LIKE THOMAS EDISON

MICHAEL GELB

TUESDAY, MARCH 10, 2009

Michael Gelb is the world’s leading authority on the application of genius thinking to personal and organizational development. He is the author of two bestsellers, *How to Think Like Leonardo da Vinci* and *Innovate Like Edison*.

What you can expect to learn:

- Get inspired to create a more innovative work culture, and to craft your visions and make them real.
- Think more clearly and creatively with the da Vinci perspective and innovate more systematically with Thomas Edison’s methods.



LEADERSHIP BRAND: DEVELOPING CUSTOMER-FOCUSED LEADERS

DAVE ULRICH

TUESDAY, MAY 19, 2009

Dr. Dave Ulrich is a widely respected human resources and talent management guru. A professor at the Ross School of Business at the University of Michigan and author of numerous books, he was ranked the #1 management educator by *BusinessWeek*.

What you can expect to learn:

- Smart talent management strategies to help you build a more powerful and lasting leadership brand.
- Create a solid structure with a stronger and more profitable relationship between human resources and executives across the organization.
- Know why “HR must give value or give notice.”



BRANDED CUSTOMER SERVICE: THE NEW COMPETITIVE EDGE

JANELLE BARLOW

TUESDAY, JULY 21, 2009

Dr. Janelle Barlow is the author of *Branded Customer Service: The New Competitive Edge* and president of TMI U.S., a multinational consulting firm. She earned her Ph.D. at the University of California at Berkeley and wrote the book, *A Complaint is a Gift*.

What you can expect to learn:

- Broaden your view of what branding really is.
- Customer interactions with your brand are key to the viability and growth of your business.
- Explore the relationship between branding and customer service, how it has changed with technology and the Internet, and how to make it work for your organization.



JUDGMENT: HOW WINNING LEADERS MAKE GREAT CALLS

NOEL TICHY

TUESDAY, SEPTEMBER 15, 2009

Dr. Noel Tichy is a noted expert on leadership development and professor of organizational behavior at the Ross School of Business at the University of Michigan. With Warren Bennis, he co-wrote *Judgment: How Winning Leaders Make Great Calls*.

What you can expect to learn:

- Compelling evidence suggests that judgment is the core of leadership.
- Contextualize your decision-making using the three key phases in the judgment process: what happens before the leader makes a decision, what the leader does during the decision-making that determines whether it will be the right choice, and implementation.



ALIGNMENT: A 10-POINT CHECK-UP FOR HIGH PERFORMANCE

JANE GOLDNER

TUESDAY, NOVEMBER 10, 2009

Dr. Goldner is the creator of the Business Operation Solution System for Enterprise Results and author of *Driven to Success: A 10-Point Checkup for Achieving High Performance in Business*. She is a trusted advisor to many organizations including The Coca-Cola Co. and the National Guard.

What you can expect to learn:

- Companies achieve the next level of success by building a well-connected organization that attracts, develops, and retains valuable employees by communicating across boundaries.
- Engage in the leadership practices of tapping the best people for the job and motivating them to deliver high performance.



THE TUITION IS \$3,400 FOR ALL SIX SESSIONS.

THE PICK 3 OPTION ALLOWS YOU TO SELECT ANY THREE SESSIONS FOR \$1,900.

SESSIONS BEGIN AT 8:30 A.M. AND END AT NOON.

ALL SESSIONS ARE HELD AT THE GEORGIA TECH COLLEGE OF MANAGEMENT IN MIDTOWN ATLANTA.

TWO EASY WAYS TO REGISTER

WWW.LEARNLEADERSHIP.COM or **404.894.8700**

*If you have questions regarding program content or are interested in registering for individual sessions,
please call the Office of Executive Programs at 404.894.8700.*



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