

Spring 2005

Thought Leader Programmes



DEVELOPMENT

LEADERSHIP



S LINKAGE
INTERNATIONAL
Challenging the way you think

LIVE & INTERACTIVE

via Satellite, Videoconference and the Web

Join thousands of leaders, executives and managers who participate in these programmes to...

- Access a world-class faculty without the expense
- Learn leadership lessons that all great leaders implement daily
- Build a positive culture through shared learning experiences
- Maximise a limited budget by eliminating travel expenses
- Sustain a commitment to continuous learning and growth



The 2005 Spring Thought Leader Series

Bringing together the people, tools and technology for a truly distinctive learning experience!

Support Materials and Resources

Participant and Facilitator Guides

These guides are created by an instructional designer in association with the speaker. They are designed to maximise the power of the broadcasts by increasing the essential transfer of knowledge into action. These comprehensive materials contain insightful pre-programme readings to better prepare the facilitators and participants for the live event. They also contain many exercises and activities designed for groups of varying size and experience. Facilitators can select those that best support their unique organisational needs. The facilitator guides also contain over 15 pages of materials designed to assist newer facilitators with overall facilitation skills.

One-Hour Facilitator Preparation Call

This call is hosted by the instructional designer who creates the materials in association with the speaker. During the call, participants are provided with:

- An overview of the speaker's background and the material they will cover to help prepare facilitators

- A thorough knowledge of the programme materials and how they can best be used to maximise the impact within their own organisation
- An opportunity to ask questions about how to best facilitate the session with their particular group

Internal Marketing Materials

These materials are designed to increase awareness of, and maximise participation in the broadcast. They include:

- A one-page customisable marketing flyer containing key learnings, a biography, and a picture of the speaker
- An in-depth paper on each programme known as "The Backgrounder" that contains an overview of the topic and speaker to increase interest in the programme and better prepare participants for the programme
- Email announcements for internal communication

Technical Support

A technical consultant will be available to work with you prior to each live programme to assist with any technology-related questions or issues you have.



Participant Guides, Facilitator Guides, Support Resources for Facilitators and Internal Marketing Materials Provided for Every Programme

Authentic Leadership: Rediscovering the Secrets to Lasting Value

Bill George former chairman and CEO, **Medtronic**

Leadership... what is it... really? People have been asking and trying to answer this question from the beginning of time. Leadership competencies ranging from envisioning to business acumen have been identified, analysed, measured and ranked. Yet we are all left wondering if a true leader is someone who possesses something more than an identified set of competencies. Continuing to ask this question and search for answers is essential in the quest to find and develop great leaders. An important source for guidance are the insights of great leaders, such as Bill George. George speaks with the authority that comes from extraordinary business success. He built Medtronic, already a good company into a great one whose market capitalisation grew during his tenure from \$1.1 billion in 1989 to

over \$60 billion when he retired in 2002. George understands today's pressures and proposes the key to true success is authentic leadership. He will describe what Authentic Leadership is and how mission-driven and values-driven companies out perform those that are driven primarily by financial performance.

Audiences will learn:

- How to become an authentic leader, developing your unique leadership style and understanding your purpose
- Building an authentic company, adhering to the mission and vision of the company while getting results for stakeholders
- In the crucible of the market, how to effectively compete and establish leadership

8 March 2005 16:00 – 17:30 GMT
17.00 – 18.30 CET

BILL GEORGE, former chairman and CEO of Medtronic, the world's leading medical technology company, is the author of *Authentic Leadership: Rediscovering the Secrets to Creating Lasting Value*. He is a board member of Goldman Sachs, Target, and Novartis, and Professor of Management Practice at Harvard Business School. He has been recognized as one of the country's Top Managers by Business Week, as "Executive of the Year" by the Academy of Management, and as "Director of the Year" by the National Association of Corporate Directors.

This programme will feature 60 minutes of presentation followed by 30 minutes of questions and answers.



Create Authentic Leaders

Strengthen Your Leadership "Bench"



Developing Your Leadership Bench Strength

Rick Belluzzo CEO, **Quantum Corporation**; former president and COO, **Microsoft Corporation**
Jay Conger Kravis Research Professor of Leadership Studies, **Claremont McKenna College**

What could be more important to your organisation's long-term success than the identification and development of your bench; specifically your current and future leaders? Organisations that continuously, deliberately, and planfully develop leaders will be at the forefront of their industry. According to Barbara Ross-Denroche M.A., principal, The Centre For Exceptional Leadership Inc, in Vancouver, B.C. "[organisations] must commit to the development of an integrated and progressive succession and leadership-development planning system to ensure they have the future skills required for sustainability." Although true at every level in an organisation, the impact of human capital as the only long-standing, true differentiator in any industry is especially at the leadership level. Throughout his tenures at Quantum, Microsoft, and Hewlett-Packard, Rick Belluzzo focused on developing his leadership bench. He believes there is only one way to build high performance teams and organisations, as well as to scale outstanding business results across the globe: by making people great. In this session, he will detail his proven development model and reveal how to implement it at the leadership level. Dr. Jay Conger, Business Week's pick as the top professor to teach leadership to executives,

brings to business audiences a wealth of information from his extensive studies, research and consulting engagements. He will draw on this expertise to provide insight and proven successful methods of how to develop your bench. Together, these two diversely accomplished individuals in the field of leadership development will share simple and successful strategies, tools and techniques for developing strong leadership teams.

Audiences Learn:

- Leading edge thinking on building powerful and effective leadership development programmes
- The importance of investing in development programmes that will lead to future success of an organisation
- The importance of identifying linchpin positions and ensuring succession plans are in place to support them
- Develop systems tailored to the strengths, needs and outlook of individuals

As CEO of Quantum Corporation, **RICK BELLUZZO** is responsible for its overall business strategy and direction. Previously, as the president and COO of Microsoft

30 March 2005 16:00 – 17:30 GMT
17.00 – 18.30 CET

Corporation he was responsible for guiding the company's business strategy, directing business operations, managing sales, marketing and business development and directing several of Microsoft's emerging businesses.

DR. JAY CONGER was selected by Business Week as one of the top five management gurus in the world, and the best business school professor to teach leadership to executives. He is the Kravis Research Professor of Leadership Studies at Claremont McKenna College and a widely published author. In his latest book, "Growing Your Company's Leaders: How Great Organisations Use Succession Management to Sustain Competitive Advantage", he helps leaders secure and prepare their organisation's next generation of value-building leaders. Harvard Business School invited Dr. Conger to help redesign the school's organisational behaviour course around leadership issues. He currently is working on two new books, about leadership and strategic vision, and leading change.

The programme will feature 60 minutes of presentation followed by 30 minutes of questions and answers.

To register or for more information
call +44 (0)20 8977 9277
or visit
www.linkageinternational.com

Everybody Wins: Proven and Repeatable Guidelines to Create Unprecedented Growth

Phil Harkins founder and CEO, **Linkage, Inc.**

27 April 2005 16:00 – 17:30 GMT

Dave Liniger co-founder and chairman, **RE/MAX**

17.00 – 18.30 CET

In times when many organisations are struggling to survive, how do others flourish? In this programme, Dave Liniger, founder and chairman of RE/MAX, and Phil Harkins, founder and CEO of Linkage, and co-author of "Everybody Wins": The Story and Lessons Behind RE/MAX will explore that question. Dave Liniger will share his story. He will share the beliefs, ideas and approaches that have resulted in RE/MAX, an organisation that has experienced an amazing 380 continuous months of growth, an organisation that began as a renegade bunch of mavericks and coalesced as a tight network of over 100,000 agents in more than 50 countries throughout the world. In his efforts to shed light on the above question, Phil Harkins, along with co-author Keith Hollihan, studied seven global companies, including Wal-Mart, BMW, Nokia and McDonald's, as well as their extensive research into RE/MAX. Drawing upon this his benchmark research, Phil will present a set of guidelines for emulating the successes of these organisations while recognizing and sidestepping the roadblocks and conclude by identifying the critical success factors for creating a high

"The programme covered the topics facing most participants today and provided clear simple models for dealing with leadership challenges."

- Jack Brown, Pemco Corporation

Achieve Unprecedented Growth.



Linkage's Thought Leader Series provides these unique opportunities

World-class speakers are just the beginning. These programmes are designed and supported with tools and resources to create truly distinctive customised in-house learning experiences for your leadership teams.

Whether you use these broadcasts as stand-alone development offerings, or integrate them into existing leadership development initiatives, Linkage offers a suite of support materials, tools and resources to help ensure the success and organisational impact of these programmes.

"A great tool for challenging current thinking and preconceived notions!"

Karen Weir, Johnson & Johnson

growth/high income company. According to Warren Bennis, author of "On Becoming a Leader" and distinguished professor of business at USC, "Everybody Wins", is a book about dreaming with your eyes wide open, a book about success, winning and leading, and most of all, it is a book that contains important lessons for all organisations that want to become great. In this refreshing and insightful programme Dave Liniger and Phil Harkins will share those lessons.

Audiences Learn:

- First-hand lessons on how to drive growth in their own organisations
- Strategies for focusing all employees on a common goal, while still promoting and rewarding their entrepreneurial instincts
- Hands-on techniques for leading an organisation through tough times and actually moving ahead during low tide - when you can "see the rocks"
- A template for getting top-to-bottom employee involvement and developing a culture in which everyone contributes ideas and carries the boxes

PHIL HARKINS is CEO of Linkage, Inc., a leadership development company that has worked with hundreds of organisations worldwide. In his own consulting and executive coaching work, Phil focuses on senior leaders

and leadership teams at the top. His clients include many Fortune 1000 companies, as well as government agencies and health care organisations. He has written several books, including "Powerful Conversations: How High Impact Leaders Communicate", "Click!", and "The Art and Practice of Leadership Coaching". He has also authored articles for journals and magazines. Mr. Harkins is a frequent speaker on important leadership topics at conferences, seminars, and programmes around the globe.

DAVE LINIGER, co-founder and COB of RE/MAX, is generally credited with doing more than anyone in his industry-ever-to improve the working environment and income potential of sales agents. Liniger is nationally recognized as an expert in time management, sales training, recruiting and motivation. He has been featured in Entrepreneur, Forbes, Fortune, Inc., Success and other leading publications and has appeared extensively on television and radio. He is a recipient of the Warren Bennis Award for Leadership Excellence from the Global Institute for Leadership Development. He has reinvented an industry resulting in an organisation that attracts and retains the best talent in the business and has achieved unprecedented continuous growth.

The programme will feature 60 minutes of presentation followed by 30 minutes of questions and answers.

Emotionally Intelligent Leadership - Bottom Line Results

Daniel Goleman world-renowned expert on emotional intelligence
Pulitzer Prize Nominated Author

More than anyone before, Dan Goleman has shed light on and quantified the long suspected truth that a leader's emotional competencies have an enormous impact on group performance and on an organisation's bottom line. He has identified critical emotional competencies and provided significant research and data regarding the link between them and the effectiveness of a leader. In essence, Goleman has brilliantly legitimised and quantified the essential components of effective leadership by applying hard empirical research and data. Drawing from decades of research and analysis within world-class organisations he will share key learning's and actionable ideas to help you become a more

emotionally intelligent leader and develop a more emotionally intelligent organisation.

Audiences learn:

- A five-step process designed to enable you to assess, develop and sustain personal EI competencies over time
- The impact of developing your own EI and of your organisation can have on the bottom line
- Ways to inspire and motivate by cultivating resonant leadership throughout teams and organisations
- Ideas around defusing destructive emotions before they can ignite damaging behaviour

18 May 2005 16:00 – 17:30 GMT
17:00 – 18:30 CET

DANIEL GOLEMAN an international consultant, lectures frequently to business audiences, professional groups, and on college campuses. A psychologist who for many years reported on the brain and behavioural sciences for The New York Times, Dr. Goleman previously was a visiting faculty member at Harvard. He is the author of The New York Times best-selling books, "Emotional Intelligence", "Working with Emotional Intelligence", "Primal Leadership", and "Destructive Emotions".

The programme will feature 60 minutes of presentation followed by 30 minutes of questions and answers.



Lead with Emotional Intelligence - Improve the Bottom line



Develop High-Performance People and Teams

Coaching to Win: Developing People and Teams Who Excel

Mike Krzyzewski head coach, **Duke University Blue Devils Basketball Team**
Catherine McCarthy author and president, **Peak Performance Professionals**

Good coaching is about action and results. Implemented at an enterprise level, it can deliver dramatic improvements in individual, team, and organisational performance with a significant impact on the bottom line. Because the results are so significant and far-reaching, it's essential, in order to be successful, that today's leaders and managers excel at coaching. organisations, who are committed to long-term success, need to continuously develop and reinforce critical coaching skills. In this programme, two widely recognized experts, from dramatically different backgrounds, share their insights, inspirations and proven techniques. Mike Krzyzewski, head coach of the three-time national champion Duke basketball team, reveals clear, passionate guidelines on developing both individuals and teams that excel. While Dr. Catherine McCarthy, president of Peak Performance Professionals and a seasoned executive coach, has spent her career helping companies build powerful leaders, effective teams, and high performers in demanding environments. Drawing on this experience and her doctorate in clinical psychology, she will provide participants with proven techniques unique to high performance coaching.

Audiences Learn:

- Leader as coach: How to identify your personal style, analyse your audience and adjust communication styles to suit
- How to identify an effective and focused process that unlocks human and organisational potential and maximises performance
- Leader as role model: Demonstrating and nurturing behaviours in others through example and concrete intervention
- How to help individuals develop long-term vision, resulting in an invigorated sense of purpose

Winning seasons, superb graduation rates for his players, a basketball team that is as close as family, 23 years at the helm of the programme and three national championships, all point to what **MIKE KRZYZEWSKI**, head coach of the Duke Blue Devils, is all about. These accomplishments are a testimony to his talent, beliefs, dedication and overall calibre. In addition, his thinking and writings have led to recognition in the field of leadership. In 2003 he was named "Executive-In-Residence" when

June 14 2005 16:00 – 18:00 GMT
17:00 – 19:00 CET

Duke created the unique Fuqua/Coach K Center on Leadership and Ethics.

CATHERINE MCCARTHY, PH.D., President of Peak Performance Professionals, works as a consultant and speaker devoted to helping individuals and organisations achieve peak performance in demanding environments - focusing specifically on leadership development and effective teamwork. Co-author of "Leading at The Edge", she outlines ten key leadership and teamwork strategies to optimise performance under adversity. Companies she has worked with include: Blue Cross Blue Shield, Crédit Lyonnais, Estée Lauder, E*Trade, The Federal Reserve System, Honeywell, JP Morgan Chase, Kraft Foods, Lockheed Martin, Microsoft, and Pfizer.

This special two-hour programme will feature 75 minutes of presentation followed by 45 minutes of questions and answers.

Easy - Leverage your organisation's distance learning capabilities to include world-renowned experts in your development programmes.

Cost-Effective - Get more "bang for your buck" as you develop more managers and executives for a fraction of the cost.

Customizable - All broadcasts can be used as a stand-alone development experience, combined with additional live programmes, and/or built into existing management and leadership development programmes.

Timely - A 90 to 120-minute, highly relevant learning experience is the ideal format to keep managers and executives exposed to proven business solutions and successful leadership practices.

Interactive - Ask direct questions of the expert! Participants can call, email, or fax their queries directly to the speaker for a live response.

Maximise Your Return on Investment

For over five years, thousands of customers have continued to leverage Linkage's Excellence in Management & Leadership Series because of the high return on this management and leadership development investment. Real customer examples include:

- A 60,000-person governmental agency that uses the live broadcast as well as an Extended View option (a DVD/VHS/Web recording that is circulated to those unavailable for the live broadcast) to ensure that its current executives and high-potential managers are continually honing their leadership skills and competencies.
- A mid-size, high-growth private company that leverages the most relevant speakers offered throughout the year and builds the 90-minute broadcast into a series of daylong blended learning development programmes offered by its corporate university.

References available upon request.



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Participation Options

Group Participation Options:

Live video participation via the following mediums:

- **Satellite*** - We broadcast our programmes on both C and Ku band. A test time is provided one week before the broadcast as well as 30 minutes before the broadcast begins.
- **Videoconferencing*** - Content will be delivered via an ISDN line. Our technology vendor will test your site(s) well in advance of the broadcast date to make sure your systems are functioning properly.
- **Web Streaming*** - Enables a widely dispersed audience to view the broadcasts by bringing the content to the desktop. This medium allows participants to view the broadcast either live, or anytime in the next 45 days.
- **Extended View*** - The best choice for organisations not requiring live programming. Extended View enables facilitators to preview the broadcast and determine how to best position it within your unique organisation and culture. This option affords maximum flexibility in that you can view the broadcast during times most convenient for you and your leadership teams within the defined viewing period. A 10% discount off the published price applies to all extended view broadcasts.

Individual Participation Options*:

- Individual participation is available via the web. A simple on-line registration process and minimal technology requirements make this a very convenient, attractive and simple method of participation.

PRICING INFORMATION

• Group participation	
Up to 20 participants [†]	£815 €1,223
Up to 50 participants [†]	£1,355 €2,033
Up to 100 participants [†]	£1,895 €2,843
Up to 150 participants [†]	£2,165 €3,248

For greater than 150 participants please call Linkage at +44 (0)20 8977 9277

- **Individual participation via the web[†]** £99
€149

Payment, Cancellation, and Restrictions:

All registrations must include payment or a copy of a purchase order. Cancellations made anytime up to three weeks prior to the satellite presentation will be refunded. Cancellations made within three weeks prior to the satellite presentation are subject to the full registration fee. Taping rights are not allowed for *Thought Leaders Series*.

ADDITIONAL SERVICES

- **Facilitation** - Linkage helps your organisation connect distance learning to corporate initiatives and development goals. Opt to have a Linkage facilitator work with your organisation to enhance the learning experience and impact of the session(s). Please ask your account manager about bringing a skilled Linkage facilitator to your location.
- **Consulting & On-Site Training** - All programmes can be brought into your organisation. Linkage also provides consulting services to help you develop your leadership development architecture through programmes, assessments, and design.
- **Leadership Tools** - Linkage provides your organisation with management tools such as The Toolkit for Developing Leaders, which can be used in connection with the broadcast(s). These tools help managers to drive their own learning, develop their people, work with their teams and impact organisational change.

3 Easy Ways to Register:

Call:

+44 (0)20 8977 9277

E-Mail:

info@linkage-int.com

Visit:

www.linkageinternational.com

*Extra costs may apply to different viewing mediums †VAT is applicable