



ELITE LEADERSHIP program

November 7- 8, 2011 | New York City

Jim
Collins

A.G.
Lafley

Calvin
Klein

Jack
Welch

An intimate, immersive,
leader-to-leader
learning experience

FOUR
business icons.

TWO
days.

ONCE
in a lifetime
experience.

For the first time in one program:

Four of the world's most celebrated leaders discuss today's key business challenges.
Transfer the ideas and insights gained into your own, unique action plan.



PROGRAM OBJECTIVES

The HSM Elite Leadership Program has been designed for a select gathering of high-level leaders. It will provide a unique environment in which to tackle the most critical challenges facing senior business leaders today.

We have specially selected a unique faculty of four iconic leaders who have worked with and led some of the largest and most successful businesses on the planet. Each leader will offer their personal insights on effectively confronting four key leadership challenges:

- ◆ Building a performance culture
- ◆ Driving innovation across your company
- ◆ Identifying and nurturing talent
- ◆ Managing in a rapidly changing world

Based on an inherent belief in the power of multi-perspective insights and learning, the program will combine debate, analysis, and peer-to-peer discussion, to ultimately allow you to arrive at your own unique action plan.

AUDIENCE PROFILE

This limited-capacity program has been designed for high-level leaders, business owners, CEOs, and aspiring CEOs. Admission will be selective in order to ensure the highest possible level of experience among participants.

**PROGRAM CAPACITY
STRICTLY LIMITED**

Jim Collins



Considered by many to be the natural heir to Peter Drucker, Collins has been described by Forbes magazine as one of the most influential management thinkers alive.

Jim Collins is a student of enduring great companies and how they attain superior performance. His work has been featured in many prominent journals and business publications, and he is co-author of four books – including *Built to Last*, and the New York Times bestseller, *GOOD TO GREAT*. His most recent book, *HOW THE MIGHTY FALL: And Why Some Companies Never Give In*, was published in 2009.

A.G. Lafley



Former President and CEO at P&G, where sales doubled and the company's market value increased by over \$100 billion under his tenure.

A G. Lafley led the world's largest consumer goods company for over nine years. Under his leadership, P&G focused on consumer driven innovation and consistent, reliable, sustainable growth. During his time at the helm, sales doubled, profits quadrupled, and the company's market value increased by over \$100 billion. He has been honored with some of the highest recognitions in business, including Chief Executive Magazine's CEO of the Year, the CEO Diversity Leadership Award, and the Peterson Award for Business Statesmanship.

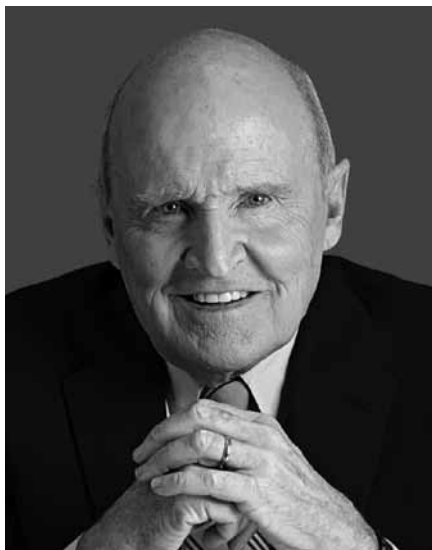
Calvin Klein



An award-winning fashion icon as well as innovative entrepreneur, Calvin Klein's brand ranks among the best-known in the world.

Calvin Klein has been named by Time Magazine as one of the most influential Americans, and has turned his artistic vision into a \$6 billion global business. On the cutting edge of fashion with his collections for women, men and the home, he pioneered designer jeans and redefined the idea of underwear and fragrance, making designer quality apparel affordable for virtually anyone. A visionary who also maintained an eerie understanding of the consumer, Klein revolutionized the designer denim and underwear businesses with his overtly sexy advertising campaigns.

JACK Welch



During his 20 years as Chairman and CEO of General Electric, Welch transformed the company into a dynamic and revered powerhouse and became the most influential CEO of his era.

Jack Welch is the most admired CEO in the world. His leadership and management innovations were a key element in increasing GE's market value by \$387 billion during his time in charge. His accolades include being named Manager of the Century by Fortune magazine, Most Admired CEO of the past 20 years by Chief Executive Magazine and the World's Greatest Leader Today by Fast Company. Welch is the author of several books, including #1 Wall Street Journal and international bestseller *Winning*.

Program Curriculum

The program faculty will each give their unique perspectives on the following key areas:

I. BUILDING A PERFORMANCE CULTURE

- ◆ Culture is critical and mission motivates: Defining and shaping your values and standards
- ◆ Pinpointing what you're passionate about and at what you can be the best in the world
- ◆ What it takes to create an agile, idea-rich and action-oriented working environment
- ◆ How to establish a value-creation mindset
- ◆ Combining a culture of discipline with an ethic of entrepreneurship

II. DRIVING INNOVATION ACROSS YOUR COMPANY

- ◆ The importance of understanding which business you are in and which you are not in
- ◆ More art than science: Balancing yield in the present with investment in the future
- ◆ Why sustainable transformation trumps the killer innovation
- ◆ Technology as an accelerator of momentum, not a creator of it
- ◆ Different models of innovation – internal vs external and evolutionary vs revolutionary
- ◆ Keys to preserving the core while stimulating progress

III. IDENTIFYING AND NURTURING TALENT

- ◆ People aren't your most important assets – the *right* people are: Hiring ahead of the curve
- ◆ Qualities to look for when identifying new talent
- ◆ Why character traits and innate capabilities outweigh specific knowledge, background or skills
- ◆ Focusing on HR: Combining rigorous evaluation systems with effective motivation and retention mechanisms
- ◆ Get your best people focused on your biggest opportunities, not just on problems
- ◆ No substitute for personal involvement with those being groomed for the future

IV. MANAGING IN A RAPIDLY CHANGING WORLD

- ◆ The CEO's imperative: Identifying and focusing on your most important external constituency
- ◆ The importance of confronting the brutal facts and facing reality head on
- ◆ Why leaders need the guts to look at unpredictable events and leverage their opportunities
- ◆ Curious, courageous and high-energy: Bringing change agents within the organization
- ◆ Relentless communication: Bringing your people with you on the journey

Program Agenda

Monday, November 7 th		Tuesday, November 8 th	
9:00-10:30 am	Jim Collins Session I	9:00-10:30 am	Calvin Klein Session I
10:30-11:00 am	Coffee	10:30-11:00 am	Coffee
11:00-12:30 pm	Jim Collins Session II	11:00-12:30 pm	Calvin Klein Session II
12:30-2:00 pm	Lunch	12:30-2:00 pm	Lunch
2:00-3:30 pm	A.G. Lafley Session I	2:00-4:00 pm	Jack Welch
3:30-4:00 pm	Coffee	4:00 pm	Close
4:00-5:30 pm	A.G. Lafley Session II		

PRIVATE LUNCH OPPORTUNITIES WITH THE FACULTY

November 7th | Jim Collins

A rare chance to join one of the most influential management thinkers of this era in a more informal setting.



ALMOST SOLD OUT!

November 8th | Jack Welch

The most admired CEO in the world will be hosting a special lunch event the second day of the program.



ALMOST SOLD OUT!

Limited capacity: 50 attendees per lunch. Register soon to reserve your spot.

ADDITIONAL PROGRAM FEATURES

WORKING MATERIALS

Specifically designed to complement the program content, these materials will guide you in developing your personal action plan

PHOTO OPPORTUNITIES

A lasting memory of a special occasion – the program will include time for photo opportunities with the program's speakers

SIGNED BOOKS

Receive your personal signed copy of the following books:

- ◆ *How the Mighty Fall* by Jim Collins
- ◆ *The Game Changer* by A.G. Lafey and Ram Charan
- ◆ *Winning* by Jack and Suzy Welch

GENERAL INFORMATION

DATES

Program dates: November 7th to November 8th, 2011

LOCATION

Jumeirah Essex House
160 Central Park South
New York City

PROGRAM FEE

Before October 31st;
\$8,000

All applications are subject to approval by HSM.
Notification of approval will be given within 48 hours
of application submission.

TO APPLY (Program limited to 150 executives)

Phone 866 711 4476 | 9am – 6pm EST
212 317 8454 (if dialing internationally)
Online hsmglobal.com/us/elp
Fax Send the enclosed application form to 212 308 6788

For more information contact us at info.us@hsmglobal.com



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