

STRATEGIC LEADERSHIP DYNAMICS™

THE SENIOR EXECUTIVE EVENT FOR ACQUIRING
THE NEW STRATEGIES TO OPTIMIZE
YOUR LEADERSHIP IMPACT



Effectively Solve Your Critical Senior Leadership Challenges

For senior executives facing explosive company growth or navigating tough times, there is one constant that determines your organization's fate: Your leadership.

As an executive at the top of your organization, you're faced with the challenge of increasing market share, improving margins and innovating new products. To achieve these goals you must rely on and raise the performance of your employees at every level of your organization. The question is: Do you utilize the leadership strategies that most improve and impact organizational performance?

Acquire New Leadership Strategies That Raise Performance

At Farr Associates' 2008 Strategic Leadership Dynamics™ program, C level leaders actively engage in an intensive peer matched setting. Here you will join other selected senior leaders to experience fresh insights and acquire new effective leadership strategies for creating greater accountability, organizational alignment and engagement from those you lead.

Farr's breakthrough program opens the door to discovering how the intricate dynamics of intrapersonal and situational forces impact your leadership effectiveness. With new otherwise unattainable insights, leaders discover the awareness and ability to implement the critical strategies that maximize their organizational performance.

The Strategic Leadership Dynamics™ Program

Will Optimize Your Ability to:

- Raise the performance of your entire organization
- Motivate and engage your under performing managers
- Create higher levels of accountability and ownership at all levels
- Diffuse volatile situations and turn disruptive managers into effective assets
- Cut through personal agendas to create higher quality solutions
- Create an environment that retains your most valuable asset - talented people
- More completely enjoy your executive role

Critical research findings: In a six month post program study, 70% of managers report observing significant improvement in the relationship skills of the program attendees. The relationship skills cited as most improved include:

- Developing deeper trust and loyalty
- Inspiring improved performance
- Achieving greater diplomacy
- Ability to more effectively deal with differences in viewpoints and style

Why Senior Executives Need to Attend the Strategic Leadership Dynamics™ Event

While this year's challenges may be particularly difficult, they are magnified by the core issues that prevent your workforce from being fully committed and engaged. By acquiring the new leadership strategies that ignite your workforce, you will build the strongest possible foundation to fuel future success.

This is a unique opportunity to both learn from highly experienced facilitators and collaborate with talented peers. The depth of the information you will explore and acquire is possible only because of this intimate setting. With the added value of an in-depth leadership impact assessment, combined with personal coaching sessions, *this is the event that delivers the lasting benefits you need.*

To take your organization to the next level, contact Farr Associates today to reserve your space in this exclusive, very limited seating, event.

As the CEO of BB&T, I have personally participated in many of Farr's programs and can say without doubt that I would not be where I am today had it not been for their highly effective methods and truly innovative approach to leadership development.

*John A. Allison
Chief Executive Officer and Chairman of the Board
BB&T Corporation*

The problem? It's just too easy to sit with the status quo. High caliber professionals don't take the time to evaluate themselves, and I was one of them. They don't realize how their style affects people who work for them. This program had an incredibly positive impact on my company.

*Fred Schoenhut,
Chairman of the Board,
ICE Futures (Formerly the
New York Board of Trade)*

Event Overview

What: Strategic Leadership Dynamics™ Event

Why Attend: Optimize your leadership impact on the people you rely on most for improving organizational performance

Added Value:

- Pre-event leadership impact assessment and analysis
- Six month post-event leadership impact assessment
- Post program executive coaching sessions
- Invaluable peer-to-peer exchanges and dialog

Who Should Attend: Senior level executives: President, CEO, COO, CIO, CFO etc.

Class Size: Maximum of 12

Farr Associates Facilitators:

Mark Emsberger, President and CEO
Dr. Steve Swavely, Senior Leadership Consultant

Program Cost: \$6,950 - Includes five-day program, personal coaching and assessments

