

Harvard Business School Professor John Kotter Leading in a Changing World

2009 ASIA TOUR



A Rare Opportunity to Meet the World's Foremost Authority on Leadership and Change



Understand why it is not about managing change, but leading change

Succeed as a change leader - learn the 8 steps to successful change

Obtain insights on how leaders create influence and live meaningful lives

knowledge
practical tools
inspiration

"Thanks for a superb day! Without a doubt, that was the best one-day session of its type that I have ever attended... The educational impact will be with us for a long, long time."

*-Herbert A. Sklenar, President & CEO
Vulcan Materials Company*

"Most of all, you made the learning engaging and entertaining...an art that only the very best ever master."

*-Michael A. Peel, Senior Vice President,
General Mills Inc.*

Kuala Lumpur **March 17, 2009**

Singapore **March 20, 2009**

Shanghai **March 24, 2009**

Beijing **March 27, 2009**

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Harvard Business School Professor John Kotter Leading in a Changing World



Harvard Business School

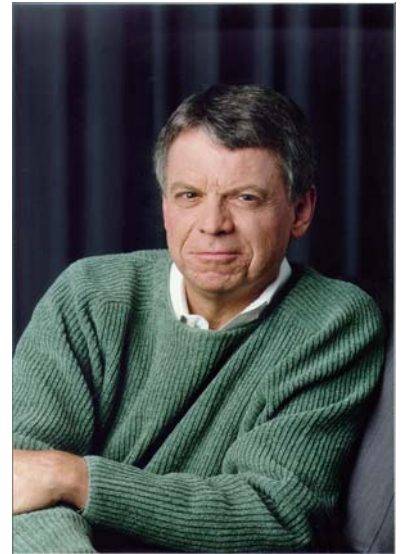
Having just celebrated its 100 year anniversary, Harvard Business School has been producing leaders and world-changing ideas that have shaped the practice of management in vital organizations of every kind around the globe. It was the first institution to create the world's first MBA program and introduce the case method to management education. Today, Harvard Business School strives to constantly redefine and reshape its practice of management so that it is at the edge of innovation. Its mission is to educate leaders who will make a difference in the world.

Meet the Mastermind - Professor John P. Kotter

John P. Kotter, Professor of Leadership at Harvard Business School, is widely regarded as the world's foremost authority on leadership and change. His international bestseller, *Leading Change* has become the change bible for managers around the world. In October 2001, *Business Week* magazine rated Kotter the #1 "leadership guru" in America based on a survey they conducted of 504 enterprises.

John Kotter's articles in *The Harvard Business Review* have sold more reprints than that of any other authors. He's the author of sixteen books; twelve of which have been international best-sellers,

After many years of consulting with hundreds of organizations, Professor Kotter now travels globally to influence leaders around the world with his thoughts, cases, and inspirations. In 2007, Professor Kotter was invited to Australia's eight cities. In 2008, he toured Western Europe's seven cities. In 2009, he is coming to four cities in Asia to speak with international leaders, inspiring them to change for personal development and sustained business growth in a changing world.



Leading in a Changing World

The data overwhelmingly shows that the rate of change is increasing. With rapidly growing economies and ever-changing environments, Asia is seeing an emergence of leaders who are initiating and making changes in their organizations.

How can a leader

- Manage change effectively in organizations?
- Unleash intellectual, physical, and emotional energy from people in the organizations so that they are fully involved in the change?
- Initiate and "do" change that will bring sustainable business growth?
- Lead in a changing world?

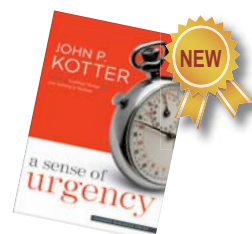
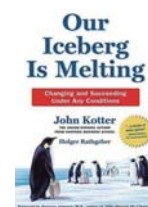
Professor John Kotter will bring you the answers.

"In my entire business career four or five events have had a significant impact on me. John Kotter's one day program was one of those. Our work with John Kotter presented an opportunity to look at the challenges we face in a profoundly different way. Professor Kotter will cause all who come to his program with an open mind a rare chance to stretch their thinking far beyond what they expect."

- Ned Graham, Senior Vice President Operations
RSC Equipment Rental

John Kotter's Asia Tour will:

- Bring the learning of Harvard Business School to Asia
- Allow leaders in Asia to hear and experience the world's foremost authority on leadership and change,
- Help leaders learn change that gets better results with practical tools and knowledge through cases of leading global organizations
- Stimulate passion within leaders for influencing individuals, organizations, and society as a whole
- Inspire leaders to live meaningful lives



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About the Seminar

- Professor John P. Kotter, the leading authority on leadership and change will focus on the differences between leadership and management in facilitating change
- Full day seminar designed for organizations to cope with change and develop leadership talent

An exciting action-packed seminar

Following his seminars in Australia's 8 cities in 2007, Western Europe's 8 cities in 2008, he is coming to Asia in 2009!

John Kotter's goal

- Mobilize an audience
- Spur them to reexamine their practices
- Provide increased leadership in their spheres of activity

Full-day seminar filled with

- Professor Kotter's charismatic energy that captivates audiences
- Audience involvement
- Humor
- Digital audio visual case studies

Who will benefit from attending this seminar?

- Chief Executives
- Chief Operating Officers
- Managing Directors
- General Managers
- Human Resource Practitioners
- Leaders and Change Agents
- Technicians
- Chief Financial Officers
- Executive Managers
- Public Sector Managers
- You!

(Outline Subject to Change)

08:30

Registration

09:00

It's Not About Managing Change

- A story of failed change: The company faces all the competitive, technological and global forces we all face. It wants to grow. It tries to leap forward. It fails. But why?
- A story of successful change: A second company is facing the same scenario. It tries to leap forward and succeeds brilliantly. Why?
- The 8 steps to success. What we have learned about successful change from extensive research over the past decade.
- The relationship of the 8 steps to management and to leadership. Management and leadership are different. The distinction is enormously important in a world that is too often over managed and under led
- Why it's all about leading change. Ask: What of the activity in the 8 steps is related to management? What is related to leadership? The implications are profound.
- Why do we so often get it wrong?

12:30

13:30

10:30

Coffee and Tea Break

11:00

8 Steps to Successful Change-Specific Examples

- Increasing urgency. How do we reduce complacency, fear, and anger?
- Building the right team. How do we create a group powerful enough to lead change?
- Creating the vision and strategy. How do we decide what to change?
- Communication. How do we get others on board?
- Empowerment. How do we get barriers out of the way of those who see the vision and want to make it a reality?
- Short term wins. How do we get visible, unambiguous successes quickly? Why this is so important?

15:00

15:30

16:30

- Never letting up. How do we keep everyone going until the vision is a reality?
- Making change stick. How do we prevent the extreme power of tradition to undermine a change that we have successfully made?

Lunch

The Heart of Success Within Each Step

- The role of thinking in changing peoples' behavior
- The role of feeling in changing peoples' behavior
- The see-feel-change concept. How change-masters use compelling experiences to succeed in any of the crucial 8 steps.
- Stories of see-feel-change. What specifically does someone do? Why it works. What does success look like? Why we don't do it right

Coffee and Tea Break

The Champions

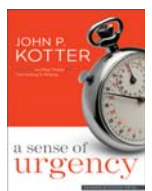
- People who have produced amazing change
- People in business, in government and in different countries
- Two dramatic stories
- What do all these people share in common?
- How you can be like them, even if you aren't a larger-than-life, charismatic personality?
- What do you receive back by being like them?
- How to turn change from a frustrating and stressful activity to something more fun and deeply meaningful?

Close

John Kotter's New Eye-Opening Book - A Sense of Urgency

You know your organization needs to change. You may even know what the change needs to be: a new strategy, a new IT system, an acquisition or reorganization. But somehow, change comes too slowly, or it feels like you're pushing a boulder up a hill, or the implementation of that great new idea has stalled - again. What's missing? As change guru John Kotter shows in this eye-opening book, what's missing and is needed in almost all organizations today, is a real sense of urgency-- a distinctive attitude and gut-level feeling that leads people to grab opportunities and avoid hazards, to make something important happen today, and constantly shed low-priority activities to move faster and smarter, now. Raising Urgency is the first step in his enormously successful eight-step framework, articulated in *Leading Change*. But as Kotter illustrates, increasing urgency is the toughest of the eight steps. As we transition to a world where change is continuous, not just episodic, he shows how urgency must become a core, sustained capability. With vivid and powerful stories, Kotter reveals a distinctive view of the kind of urgency needed in every organization. He also highlights the insidious nature of it's nemesis, complacency, in all its guises.

A Sense of Urgency is powerful tool for anyone wanting to win in a turbulent world that will only continue to move faster.



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Don't Just be Part of the Change, *Lead* the Change

This seminar will bring the world's foremost authority on leadership and change plus the Harvard experience to leaders across Asia. We respect your organization as a leader in your industry. We believe you recognize the importance of leading successful change in today's fast changing world. We are writing to invite your company to be an elite sponsor of this premier seminar. You will have the rare opportunity to promote your organization to distinguished leaders in Asia

The sponsorship is by invitation only.

Platinum Sponsor

- Include your company logo on all marketing materials reaching 80,000 business, government, and academic leaders in Asia
- Opening remarks by a key executive of your company
- Present your company video during tea break
- 12 seats(Value at USD12,000) for your company's senior leaders and VIP customers
- The opportunity for 3 of your company's executives or VIPs to attend an exclusive, small group reception with Professor John Kotter for specific questions while networking with other top executives
- Signage on all printed materials for the seminar
- Separate sign of your company together with the seminar theme at the seminar entrance of the city you choose to sponsor
- Provide a table top to exhibit your products and services for the seminar in the city you choose to sponsor

● **USD40,000/City**

Gold Sponsor

- Include your company logo on all marketing materials reaching 15,000 business, government, and academic leaders in the city you choose to sponsor
- 5 seats(Value at USD5,000) for your company's senior leaders and VIP customers
- The opportunity for one of your company's executives or VIPs to attend an exclusive, small group reception with Professor John Kotter for specific questions while networking with other top executives
- Signage on all printed materials for the seminar in the city you choose to sponsor
- Provided a table top to exhibit your products and services for the seminar in the city you choose to sponsor

● **USD15,000/City**

Act Now!

Limited sponsorship opportunities available. Contact us:

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