

THE AWARD WINNING 11<sup>TH</sup> ANNUAL WORLDWIDE LUMINARY SERIES

*LEADING TO GREATNESS:*  
BUILDING TRUE SUCCESS  
WHEREVER YOU LIVE AND WORK



**YOU HAVE THE POWER TO ACHIEVE GREATNESS.  
WILL YOU MAKE THE MOST OF IT?**

**WE MUST BUILD TRUE  
SUCCESS IN OUR LIVES  
AND WORK**

Achieving success involves a combination of skill, insight, and discipline. Achieving greatness requires all these things -- but also the ability to inspire yourself and others to a sense of purpose, vision and direction. While each of us possesses these tools, the question is how do we unlock them to lead beyond the ordinary into greatness?

The first step is a simple one—and one each of us must take: we must learn the process of how to speak our mind and encourage others to engage in meaningful dialogue, discover how to build, strengthen, and lead others by leveraging individual skills, and how to anticipate strategies and trends rather than react to them. We must build true success in our lives and work.

*Leading to Greatness: Building True Success Wherever You Live and Work*, is an unparalleled opportunity for you to take that major step to build true success for both you and your organization. In this extraordinary day, you'll learn how to create an environment that will produce those great ideas as well as implement them – and everyone, regardless of their current position, or stage of career, can thrive on that. Wherever you are in your life – just starting a career, managing a team, or leading a large organization - you'll see a lifetime of benefits by investing this one day of your time.

You'll learn the strategies behind success, ideas and innovations that are on the forefront of leadership, and how to take your entire organization to the next level of productivity, opportunity and success. When quick decisions are necessary, you'll be prepared by learning how to sharpen your instincts and skills for those critical moments. And you'll learn how to chart your course with precision, using proven principles that have stood the test of time.

On November 2, spend a day with the best of the best. Presented by America's leading colleges and universities in cooperation with FORTUNE® Magazine, *Leading to Greatness: Building True Success Wherever You Live and Work* features many of the foremost thought leaders and innovators in the world. Their insights will help you do more than just succeed. This program will enable you to build new success that can achieve greatness both in your organization and in your life. Don't miss this one time opportunity!



**RICHARD BRANSON**

As one of England's most famous entrepreneurs, Richard Branson is best known for his widely successful Virgin brand, which began with a small mail order record company in Britain and soon was signing such household music names as The Rolling Stones, Phil Collins and Janet Jackson. In the early 80's Branson formed Virgin Atlantic Airlines to create a carrier with direct flights from New York to London. It quickly became the second largest international airline in Britain. This unconventional leader has expanded his brand - The Virgin Group - to include over 200 companies in 30 countries. In 1999, he became Sir Richard Branson when knighted for his "Service to Entrepreneurship."



**CARLY FIORINA**

Throughout an extraordinary career in business, including a 20 year stint at AT&T, Carly Fiorina successfully defied the odds to become Chairman and CEO of global technology solutions provider Hewlett-Packard, where she led the reinvention of the company, returning it to its roots of innovation and inventiveness. While at HP, Fiorina successfully led the company's controversial merger with Compaq Computer Corp., now recognized as the most successful high-tech merger in history. Calling for a new era of leadership, Fiorina expanded HP's horizons, while keeping the company grounded in its tradition of customer service.



**JACK WELCH**

As Chairman and CEO of General Electric for over 20 years, Jack Welch increased the company's market capitalization by \$400 billion dollars making it the world's most valuable corporation. His relentless focus on people, teamwork and profits established him as the most admired business leader in the world. Upon his retirement from GE in 2001, Welch wrote his #1 New York Times international best selling autobiography *Jack: Straight from the Gut*. His latest best-seller, *Winning*, has been called, "**The only book a manager ever needs to read,**" by Warren Buffet



### **RUDOLPH GIULIANI**

Rudy Giuliani has cemented his name in both the annals of great leadership as he faced the difficult leadership decisions during the attacks of September 11th. In 2001, TIME Magazine named him Person of the Year. He founded Giuliani Partners, quickly establishing the professional services firm as a leader in fields including emergency preparedness, public safety, and leadership during crises. His bestselling book Leadership, was published in October, 2002 and has become the standard for leadership in the 21st century. **During Rudy Giuliani's charismatic presentation, you'll learn the 8 principals of leadership that grounded him during one of America's toughest times, and helped him lead a city and inspire the world.**



### **STEPHEN R. COVEY**

Stephen R. Covey is the world's #1 best selling author on personal and professional development. Highly sought for his unique insights and practical wisdom, Covey has counseled many of the world's most prominent business leaders including CEO's from almost all of the FORTUNE 500 companies, Presidents of the United States, and many world leaders. His book The 7 Habits of Highly Effective People has sold more than 17 million copies and continues to sell 100,000 copies per month, 15 years after its release. His newest book The 8th Habit-- **released at this event last year**-has quickly become a bestseller, and details how to build upon a foundation of effectiveness to create life and work that is passionate, and leaves a legacy of greatness.



### **MALCOLM GLADWELL**

Named one of Time Magazine's most influential business people for 2005, Malcolm Gladwell is author of New York Times #1 bestseller - The Tipping Point. Gladwell has embedded the concept of the "tipping point" in our everyday vocabulary. Gladwell describes how business trends work and helps companies apply this knowledge to their own business strategies. **Starbucks CEO Howard Schultz attributed his company's success to the tipping point phenomena.** His latest book, Blink - the Power of Thinking without Thinking, now tops the New York Times bestseller list.



### **MARCUS BUCKINGHAM**

During his seventeen years with The Gallup Organization, Buckingham helped lead research on the world's best leaders, managers, and workplaces. That research led to a unique understanding of how to 'engage' today's workforce and was the basis for two bestselling books: First, Break All the Rules: What the World's Best Managers Do Differently and Now, Discover Your Strengths. His new book, The One Thing You Need to Know, released this year, offers solid insights into innovative thinking, and real leadership. Buckingham, considered one of the world's leading authorities on employee productivity, was **appointed as a member of the US Secretary of State's Advisory Committee on Leadership and Management.**

### **FORTUNE® CEO PANEL: LESSONS FROM GREAT CEOS**

An exclusive CEO special panel discussion, presented by FORTUNE® Magazine in which today's most successful leaders and executives from Fortune 500 companies speak openly and candidly about the lessons they've learned. One of the day's most exciting segments, this exclusive panel has in the past included such Luminaries as Ted Turner of Time-Warner, Michael Dell of Dell, Jeff Immelt of GE, Herb Kelleher of Southwest Airlines, Steve Case of AOL, Andrea Jung of Avon, and Bob Nardelli of Home Depot. It's a rare opportunity to see great minds in a powerful session that will give you a glimpse "behind the curtain" of today's most respected figures of business and leadership.

