



IMS *Brussels*

The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	SUSTAINING HIGH PERFORMANCE IN A ROLLER COASTER WORLD		
FACULTY	MR. WAYNE BURKAN		
LOCATION	Renaissance Brussels Hotel Rue du Parnasse 19, Brussels, 1050 Belgium 32 2 5052929	DATE	Wednesday, April 14, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

TIME TOPICS

50%	Mastering dramatic change <ul style="list-style-type: none"> • Challenge your mindset; balance concept and action • Reduce surprise; discover challenges to common management practices
20%	Overcoming resistance to change <ul style="list-style-type: none"> • How to introduce change to those who don't want to change
20%	Leadership in turbulent times <ul style="list-style-type: none"> • The role of leadership and vision during dramatic change
10%	Paradigm shifts and the technology advantage

SEMINAR DESCRIPTION

We all face change every day. This seminar will help us better understand dramatic change and, more importantly, learn how to use that understanding to gain a competitive advantage. This practical and stimulating session will highlight opportunities for substantial productivity improvement even when faced with dwindling resources. Attendees will learn how to introduce change with minimal resistance, anticipate dramatic shifts, and discover the powerful role of leadership and vision during turbulent times.

FOR RESERVATIONS

Robert Rogers
Phone: +32 (0)478.719788 e-mail: Brussels@ims-online.com

FACULTY



MR. WAYNE BURKAN is President of Alternative Visions, a company dedicated to change, innovation and leadership. He is the author of *Wide Angle Vision: Beat Your Competition by Focusing on Fringe Competitors, Lost Customers and Rogue Employees*, an IMS Book of the Month selection. Mr. Burkan, along with Joel Barker, recently wrote and co-hosted a video program, *The Paradigm Prism*, and was invited to participate in Vice President Al Gore's Reinventing the Government initiative. He has presented on four continents to over one thousand organizations. His clients include 3M, Brookings Institute, Ford, IBM, Motorola, and Tropicana. Through keynote talks, workshops and seminars, he draws a balance between not just the concepts of change, but specific and actionable techniques as well. Mr. Burkan has many years of experience working in planning, strategy and acquisitions for such organizations as American Motors, Ford Motor Company, and Uniroyal Chemical. He has served as guest lecturer for both the Carnegie Mellon and the Penn State Advanced Management programs, and has served on the faculties of the State University of New York, Digital Consulting, Frost & Sullivan and Technology Transfer Institute, conducting seminars worldwide on executive use of information and technology. He received his MBA in International Finance from New York University.

GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE
(Pres, Exec & Sr. VP)

EXECUTIVE
(VP & General Mgr)

SENIOR MANAGER
(Div. & Reg. Mgrs)

MIDDLE MANAGER
& SUPERINTENDENTS

3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	1	1	2	2	2	1	2	1	2	2	2	2	1
1	1	1	1	1	2	1	1	1	1	2	1	1	1
1	2	2	2	1	3	2	2	2	2	3	2	2	2
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Plng	Pchsg	R&D	Sales	

APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

FOCUS

PRIMARY

PLANNING/ORGANIZING:

Problem Identification, Analysis, Developing Specific Plans, Generate and Obtain Plan Support

SECONDARY

LEADERSHIP DEVELOPMENT:

Adaptability, Creativeness, Performance Standards, Timing

TERTIARY

EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Guidance

LEVEL

Introductory Intermediate Advanced