



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

SUBJECT	POWER PRODUCTIVITY: THRIVING IN A COST-CUTTING ENVIRONMENT		
FACULTY	MR. WAYNE BURKAN		
LOCATION	The Fairlane Club 5000 Fairlane Woods Dr., Dearborn, MI 48126 (313) 336-4400	DATE	Thursday, August 19, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

TIME TOPICS

10%	Learning the traps and tricks around doing more with less
5%	How to avoid short term savings and long term losses
10%	The little known traps of outsourcing and shared services – and how to avoid them
10%	How to structure strategic sourcing as a means to reduce expense and increase innovation
15%	Managing Organizational Change during times of cost cutting
5%	Techniques of proactive cost cutting
5%	Selective re-engineering process improvement approaches for practical results
10%	Finding more cost-cutting opportunities when you think you've hit the wall
10%	Customer-centered cost cutting ideas
5%	Develop efficiency monitoring techniques
10%	Discover how to better see your future, avoiding that next round of cost-cutting
5%	Maintaining morale in a cost-cut environment

SEMINAR DESCRIPTION

How do you do more with less, when there is so much "less" to go around? Cutting costs does not mean you need to sacrifice your organization's future. In fact, you can actually emerge from the experience stronger and more flexible than you thought possible. This information-packed and thought provoking session will provide you with dozens of productive and highly profitable ideas of how to thrive during, and especially after your organization has cut costs to the bone. You will learn from companies who have done it right, those who've done it wrong, and how to avoid those traps.

FOR RESERVATIONS

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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	3	3	3	2	3	3	2	2	3	2	3	3	3
1	1	1	1	1	2	2	1	1	2	1	2	2	2
1	1	1	1	1	2	2	1	1	2	1	2	2	2
Admin	Distrib	Engr	Finc	H.R.	Legal	Mkng	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

LEADERSHIP DEVELOPMENT:

Adaptability, Creativeness, Initiative, Judgment, Motivation

SECONDARY

EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Use of Authority, Delegation, Direction, Coordination, Cost Control

TERTIARY

PLANNING/ORGANIZING:

Problem Identification, Analysis, Evaluating Alternative Solutions, Developing Specific Plans, Determining Required Resources

LEVEL

Introductory Intermediate Advanced