



Philadelphia 2012

JAN 24: THE ONE-DAY MBA: TOOLS FOR MAKING THE BEST DECISIONS - DR. ANTHONY CATANACH, JR.

All managers need a broad perspective to effectively deal with the complex challenges they face daily. To develop this skill, this one-day seminar presents many of the tools and techniques found in MBA programs today. Specifically, participants will examine how basic business processes drive financial results, learn how effective risk management can improve business planning and decision making, and explore how financial and non-financial measures can best be used to evaluate operating results.

Dr. Anthony Catanach Jr. is a professor in the School of Business at Villanova University, an adjunct professor in the Villanova University School of Law, and a visiting professor at INSEAD in France. His teaching and research interests relate primarily to business risk management, financial statement analysis, and earnings management issues. He is currently co-editor of *Advances in Accounting Education*.

FEB 10: LEADING VS MANAGING: KNOWING THE DIFFERENCE IS YOUR KEY TO SUCCESS - PAUL BRIDLE

Effective leaders empower people in a way that prompts them to take ownership for their role and responsibility for their actions. Leaders also know what they need to do to get people to respond to them. What do successful organizations do to create in their people the ability to take ownership? How do leaders move from managing to leading so that people will follow? This session will not only give an insight into what successful organizations do, but will give practical tips on how to achieve it.

Paul Bridle's work is now devoted mainly to developing people to build successful organizations in his specialized area 'Leadership'. He has spent 17 years independently researching global best practices. He is the author of *Leadership: The Never Ending Story*, *Question Your Thinking*, and *Things I Have Learnt from my Father/Son*.

MAR 23: MAKING BETTER DECISIONS THROUGH INNOVATIVE PROBLEM SOLVING - DR. PHILIP ROGERS

The purpose of this session is to show attendees how their organizations can use desktop tools to make better decisions in a wide area of business problems. With the ability to change parameters easily and conduct "what if?" analyses, attendees will see how sensitivity analysis can be used to gain valuable insights into the economic implications of the solutions. Bottom line: Executives and managers will gain an excellent appreciation for how desktop tools can be used to improve the quality of decisions made in their companies.

Dr. Philip Rogers is a clinical assistant professor in the Decision and Information Sciences Department of the University of Houston where he teaches courses in statistics and executive decision making. Dr. Rogers spent 33 years at ExxonMobil where he developed many sophisticated mathematical models that were used to optimize a wide variety of the corporation's business operations.

APR 19: NORMAL ISN'T ALWAYS HEALTHY: THE LINK BETWEEN STRESS AND PERFORMANCE - BOWEN WHITE, M.D.

Doing what comes naturally - what millions of years of evolution have programmed us to do - may be perfectly normal, but it's not necessarily healthy. Where, in the headlong "progress" of the human race, do you really fit in? Take a minute to find out, and find yourself, in this workshop devoted to the proposition that a whole, healthy, heartfelt life is something that each of us must and can learn-and earn-anew. This workshop will open your eyes to a whole new perspective on balancing work and life.

Bowen White, M.D. author of *Why Normal Isn't Healthy*, has the talents and expertise of a physician, speaker, consultant, and author. As an organizational physician and an associate of the Patch Adams Group, Dr. White emphasizes the need for individuals to take responsibility for their own health and well being and helps organizations create productive and healthy workplaces.

MAY 8: IMPROVE YOUR REAL-TIME DECISION MAKING: RECOGNIZING THE BLINDSPOTS - DR. PAUL FRIGA

This seminar will focus on understanding "blindspots" that lead to poor decision-making by executives and remedies that can mitigate the damage in organizations. After a discussion on the latest theoretical findings on this topic, the participants will work in teams to develop stories of blindspots at work based upon their experience (and/or current news stories). They (with the assistance of Dr. Friga) will also present tactical suggestions on how they could have been avoided (and will be avoided moving forward).

Dr. Paul Friga is a professor at the Kenan-Flagler School of Business at the University of North Carolina at Chapel Hill, where he teaches courses in management consulting and strategy. He also serves as the Director of the Consulting Concentrations for undergraduates and MBAs. He researches strategic decision-making, knowledge transfer, intuition, management consulting processes and entrepreneurship.

JUN 12: THE MANAGER AS COACH: CREATING THE LEADERS OF THE FUTURE - DR. MARSHALL GOLDSMITH

A profile of "Coaching for Behavioral Change" will be presented and participants will learn the latest techniques for encouraging feedback to develop others (and to develop themselves). The concept of empowerment will be analyzed from a practical, real-world perspective. Participants will learn how to apply key concepts, and the latest research on feedback and follow-up will be used to show how leaders can coach in a way that produces guaranteed results for both individuals and teams.

Dr. Marshall Goldsmith is a world authority in helping successful leaders get even better by achieving positive, lasting change in behavior: for themselves, their people and their teams. The American Management Association named Dr. Goldsmith as one of 50 great thinkers and leaders who have influenced the field of management over the past 80 years.

FOR RESERVATIONS PLEASE CONTACT: Joe DeBenedetto

Phone: (484) 483-8311 e-mail: philadelphia@ims-online.com Web: www.ims-online.com/philadelphia



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JUL 19: THE IDEA-DRIVEN ORGANIZATION: TAPPING EMPLOYEE IDEAS TO IMPROVE PERFORMANCE - DR. ALAN ROBINSON

This seminar will show you how the best managers and organizations encourage, collect and implement large numbers of employee ideas. It will show you the principles involved, the benefits you can expect, and the pitfalls you could meet along the way and how to avoid them. Front-line ideas are a powerful engine that can help you attain performance excellence and generate sustainable competitive advantage. The best leading indicator of your unit's future performance is the number of implemented ideas you are getting right now.

Dr. Alan Robinson, coauthor of *Corporate Creativity* and *Ideas Are Free*, is one of the foremost experts in the world on managing ideas, creativity and innovation. His books have been translated into seventeen languages. A sought-after speaker, trainer and consultant, he has helped more than a hundred organizations in fifteen countries, and his research has taken him to hundreds more.

AUG 28: CREATING YOUR OWN SUCCESS: THE POWER OF A POSITIVE ATTITUDE - DR. ED FOREMAN

This session is a unique, comprehensive habit-improvement program that mentally, physically, and emotionally improves your sphere of living. The program teaches specific techniques for making this an automatic part of your subconscious mind. It will help you eliminate self-defeating behavior and improve your self-confidence through positive, success-generating habits, putting you on the road to greater achievement and a more rewarding life. This one-day format highlights the popular three-day Successful Life Course featured positively on CBS News' *60 Minutes*.

Dr. Ed Foreman has been recognized for his remarkable leadership, and counseling of more than 30,000 graduates of his renowned, life-enhancing SUCCESSFUL LIFE course. Dr. Norman Vincent Peale, author of *The Power of Positive Thinking* said, "Ed Foreman is a highly inspirational person. I'd like to be exposed to him more often. There is truth, meaning and life in what he teaches."

SEP 12: ALIGNING THE KEY ELEMENTS THAT DRIVE PERFORMANCE: STRATEGIC LEADERSHIP - DR. ALBERT VICERE

Today's leaders are faced with a daunting challenge: maintaining performance and profitability while at the same time evolving their organizations to accommodate the new structures and technologies demanded by the networked economy. This highly interactive workshop will help leaders to assess their personal readiness - and that of their organization - to take advantage of the opportunities presented in today's unprecedented environment of change and innovation.

Dr. Albert Vicere is Executive Education Professor of Strategic Leadership at Penn State and President of Vicere Associates Inc., a global consulting firm. An award-winning teacher and researcher, he is a recipient of the IMS Distinguished Faculty Award and was profiled as a "next wave leadership guru" by *Business Horizons* magazine. Author of more than 70 articles, his latest book is *Leadership by Design*.

OCT 17: THE SUMO PRINCIPLES OF LEADERSHIP - PAUL MCGEE

In this highly interactive and practical workshop, Mr. McGee will explore his main SUMO (Shut Up, Move On) principles and how they impact our ability to inspire others. His principles relate to any leader whose organisation would benefit from taking a fresh look at the following five key areas: Change, Relationships, Attitude, Motivation and Stress. Building on his background in behavioural and social psychology, he will give us time to reflect upon our behaviour and that of others and identify what hinders our effectiveness.

Paul McGee is an international speaker, best-selling author and creator of the brand SUMO: Shut Up, Move On. Building on his background in psychology, he brings a fresh perspective to common sense. His goal is simple. He wants to help people achieve better results in life and have more fun in the process, as he seeks to deliver a memorable, motivational, moving-on experience.

NOV 8: THE POWER OF PERSONAL ACCOUNTABILITY AND CREATING AN ACCOUNTABLE ORGANIZATION - MARK SAMUEL

Based on taking a Personal Accountability Assessment you will develop your personal vision of excellence and learn techniques for changing your "habits" of performance execution to achieve your goals. You will apply 3 keys for sustaining accountability during projects and change efforts including the development of "recovery plans", a process for holding others accountable and a technique for overcoming the "wall of fear".

Mark Samuel, President and Founder of IMPAQ, is considered a practical visionary by *FORTUNE* 500 companies. Mr. Samuel is the author of *The Accountability Revolution: Achieve Breakthrough Results in Half the Time!*, and has been featured in *FORTUNE* magazine as a top authority on the topic of accountability.

DEC 6: REACHING FOR THE NEXT LEVEL: THE KEY IS MOTIVATION, COOPERATION AND TRUST - DR. ALAN ZIMMERMAN

The best organizations know they must engage the entire employee. To do that, however, the organization must build a high-achievement, trust-filled culture. If that's what you want, this program is for you. Rather than focus on dry theory and speculation, this program will provide the exact tools you need to create the work environment you want. You will learn simple but powerful skills that you can take back to the job and use immediately. You will learn how to build trust, inspire others, and invite their full cooperation.

Dr. Alan Zimmerman is the founder and President of ZCN, a training and consulting firm. He has delivered more than 3,000 management development programs over the last 15 years to such clients as 3M, Ernst & Young, Prudential, Target, US Steel and numerous others. He has taught for 16 years as a university professor and has been named an Outstanding Faculty Member at two institutions.

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