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The unbridling spirit of leadership.

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LEADING AT A HIGHER LEVEL

Dr. Ken Blanchard

Rescheduled for: March 19, 2008

Blanchard on Leadership and
Creating High Performing Organizations

March 19, 2008 | Art Centre at ACS

Under the auspices of MBA INTERNATIONAL
AUEB - Athens University of Economics and Business

LEADING AT A HIGHER LEVEL

"Blanchard on Leadership and Creating High Performing Organisations"

An event designed to ensure sustainable and cascading leadership and change

Who should attend

Essentially, it is an exceptional program, which no one should miss.

It addresses to:

- Everyone!
- Businessmen
- Chief Executives
- Chief Operating Officers
- General Managers
- Managing Directors
- Human Resource Practitioners
- Leaders and Change Agents
- Chief Financial Officers
- Executive Managers
- Technicians
- All "Who Wish to Become Effective Leaders"
- Public Sector Managers
- You!

Introduction

Strong leadership is the backbone of an organization. Leaders create the vision, support the strategies, and are the catalyst for developing the individual bench strength to move the organization forward. Yet leadership can be an elusive characteristic, and developing leaders to their full potential remains one of the great challenges for organizations today.

When the definition of leadership focuses only on goal accomplishment, some people think that leadership is only about results. While leaders can be successful in the short run by emphasizing goal accomplishment, what tends to fall by the wayside is the condition of the human organization. Those leaders do not always take morale and job satisfaction into consideration--only results. In business, with that kind of leadership, it is a short leap to thinking that the only reason to be in business is to make money. There is an either/or added to people and results. Leaders wrongly believe that they cannot focus on both at the same time.

When you are leading at a higher level, you have a both/and philosophy. The development of people is of equal importance to performance. As a result, the focus of leading at a higher level is on long-term results and human satisfaction. Leading at a higher level, therefore, is a process. Ken Blanchard defines it as the process of achieving worthwhile results while acting with respect, care, and fairness for the well-being of all involved.

Join Dr. Ken Blanchard in this one-day class to learn how to lead your organization to greatness by creating a people-oriented, performance-driven, and customer-focused culture.

An exciting action packed seminar

Ken's warmth, humor, and his unique gift of communication will captivate your heart and stimulate your imagination. He is an endearing and skilled storyteller with a knack for making the seemingly complex easy to understand by using parables that allow you to see the humor and the humanity in everyday situations at work and at home. Ken believes that people are the key to organizational success, and his goal is to help each individual to lead at a higher level.

Few people have had the kind of positive impact on the day-to-day management of people and companies that Ken Blanchard has had. A sought-after author, speaker, and business consultant, Ken is universally characterized by all who know him as one of the most powerful, insightful, and compassionate individuals in business today.

Ken is one of the foremost business leaders and has influenced people around the world. After he speaks today, I am sure that you will walk away with improved skills, new ideas, and a better outlook on your work and your life.

N.B. The seminar will be conducted in English and there will be simultaneous interpretation into Greek.

Subjects to be analyzed

The Ken Blanchard Companies has found that in organizations where leading at a higher level is the rule rather than the exception, leaders do four things well.

1. They set their sights on the right target and vision.

Great organizations focus on three bottom lines instead of just one. In addition to financial success, leaders at great organizations know that measuring their success with people--both customers and employees--is just as important as measuring the success of their financial bottom line. In these organizations, developing loyal customers and engaged employees are considered equal to good financial performance. Leaders at these companies know that in order to succeed they must create a motivating environment for employees, which results in better customer service, which leads to higher profits.

2. They treat their customers right.

To keep your customers today, you cannot be content just to satisfy them. Instead, you have to create raving fans--customers who are so excited about the way you treat them that they want to tell everyone about you. Companies that create raving fans routinely do the unexpected on behalf of their customers, and then enjoy the growth generated by customers bragging about them to prospective clients.

3. They treat their people right.

Without committed and empowered employees, you can never provide good service. You cannot treat your people poorly and expect them to treat your customers well. Treating your people right begins with good performance planning that gets things going in the right direction by letting direct reports know what they will be held accountable for--goals--and what good behavior looks like--performance standards. It continues with managers who provide the right amount of direction and support that each individual employee needs in order to achieve those goals and performance standards.

4. They have the right kind of leadership.

The most effective leaders realize that leadership is not about them and that they are only as good as the people they lead. These leaders seek to be serving leaders instead of self-serving leaders. In this model, once a vision has been set, leaders move themselves to the bottom of the hierarchy, acting as a cheerleader, supporter, and encourager to the people who report to them.

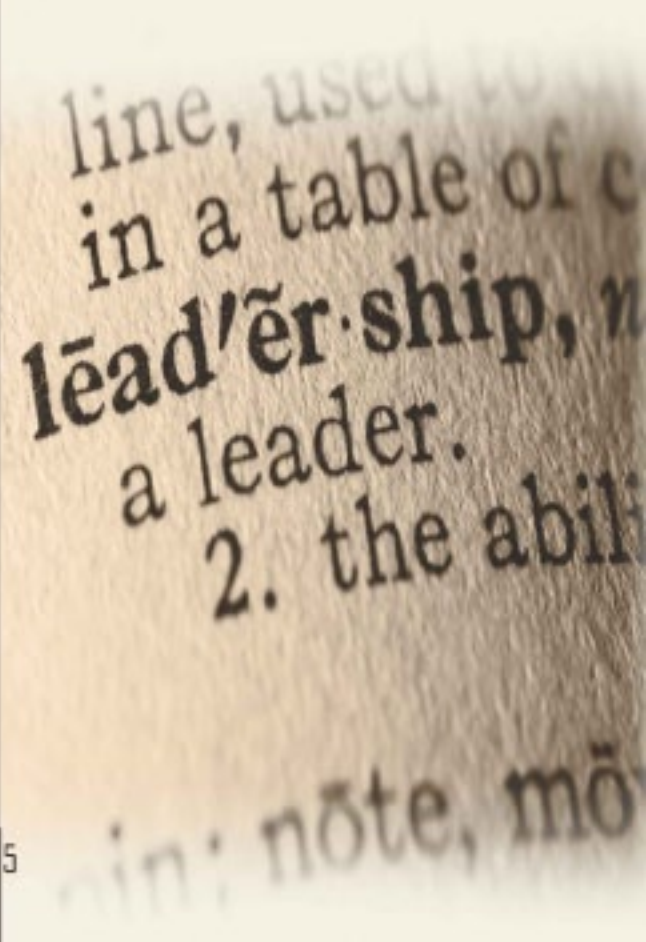
Benefits of Attending

Dr. Ken Blanchard will analyze:

- How the role of leader has changed over the years and what it will take to be a successful leader in the future.
- How to reinvent your leadership style to be able to lead at a higher level.
- How to develop the right target and vision for your corporation.
- How to take care of customers so they want to keep coming back, and they send other people your way.
- How treating your employees professionally will have a positive impact on how they treat your customers.
- How putting equal importance on developing people and getting business results will result in an organization where people and profits both grow and thrive.
- How humility can be the most important characteristic for successful leaders in the future.

Questions to be answered

- What are the four key steps to Leading at a Higher Level?
- How can effective leadership impact your competitive advantage?
- What are the three key elements of an effective vision?
- How do organizations create and implement a customer service vision?
- How can performance management be designed to help people get what they need to accomplish their goals-and feel good about their performance?
- How can you develop leaders at all levels of your organization?
- How can leaders manage change effectively?
- What is servant leadership?
- What does it take to be an effective leader?
- Can a good leader be a good coach?
- How can leaders build high performing teams?
- What is the key to motivating people and creating an engaged workforce?
- How can senior managers identify new leaders within their organizations?



Program Contents

Join best-selling author Dr. Ken Blanchard as he shares a road map for a new model of leadership. Ken Blanchard has spent more than 25 years helping good leaders and organizations become great, and stay great. In this exciting presentation, you will learn why leadership today needs to be about more than just self-interest. Drawing from his new book Leading at a Higher Level, Ken will show you how today's leader has to adopt a philosophy where the development of people is of equal importance to short-term financial performance. The result is an organization that produces long-term results with high levels of both customer and employee satisfaction.

You will find out how you can start leading at a higher level by:

- Going beyond the short term to zero in on the right target and vision.
- Delivering legendary customer service that earns raving fans.
- Truly empowering your people and unleashing their incredible potential.
- Grounding your leadership in humility and focusing on the greater good.

Roadmap direction to the
Art Centre at ACS

Program Timetable

08:00-09:00 **Registration** - Morning Coffee.

09:00-09:15 **Opening, Welcome Introduction, Acknowledgements.**

09:15-10:30 **Part One – The Importance of Vision and Values**
Step One – Set your sights on the right target and vision
- Be the Provider of Choice, the Employer of Choice and the Investment of Choice
- Key ingredients for continuous improvement
- Defining your purpose/mission
- Developing your image of the future
- Clarifying your values
- Setting goals

10:30-11:00 **Coffee Break**

11:00-12:30 **Part Two – Customer Service**
Step Two –Treat your customers right
- Define a customer service vision
- Understand what your customers really want
- Creating systems to turn your customers into Raving Fans

12:30-13:30 **Lunch Break**

13:30-14:30 **Part Three – Developing Your People**
Step Three – Treat your people right
- Training your employees
- Win-Win Performance Management
- Developing Systems and Process to support performance management
- Recognition and career planning
- Your People Are Your Organization

14:30-15:00 **Coffee Break**

15:00-16:00 **Module 4 – Developing Leadership**
Step Four-Build the right kind of leadership
- Servant Leadership
- Learning What great Leaders Know and Do
- Gung Ho! Your Employees

16:00-16:30 **Questions and Answers**

16:30 **Cocktail Reception**
Join us in this unique celebratory event to honor our great guest, Dr. Ken Blanchard, and to wish a "happy anniversary" to PROTHESIS, celebrating its four creative years of presence in the Greek market.
During this event, SKOUROPOULOS, one of our Grand Sponsors, will carry out a raffle, offering to one lucky winner an "Artemide Office Desk" and a "Dream Office Chair" of €780 value.

SIMULTANEOUS INTERPRETATION INTO GREEK

A few words about Dr. Ken Blanchard

Few people have influenced the day-to-day management of people and companies more than Ken Blanchard has. A prominent, gregarious, sought-after author, speaker, and business consultant, Dr. Blanchard is universally characterized by his friends, colleagues, and clients as one of the most insightful, powerful, and compassionate individuals in business today.

When Ken speaks, he speaks from the heart with warmth and humor. His unique gift is to speak to an audience and communicate with each person as if they were alone and talking one on one. He is a polished storyteller with a knack for making the seemingly complex easy to understand.

From his phenomenal best-selling book, *The One Minute Manager®*, coauthored with Spencer Johnson, which has sold more than 12 million copies and remains on best-seller lists, to the library of books coauthored with Sheldon Bowles, *Raving Fans®*, *Gung Ho!®*, *Big Bucks!*, and *High Five!*, Ken's impact as a writer is far reaching.

He wrote his latest book, *Leading at a Higher Level: Blanchard on Leadership and Creating High Performing Organizations*, with the founding associates and consulting partners of The Ken Blanchard Companies. This definitive "Blanchard on Leadership" combines more than 25 years of breakthrough leadership insights in one extraordinary book.

Ken is Chief Spiritual Officer of The Ken Blanchard Companies®, an international management training and consulting firm that he and his wife, Dr. Marjorie Blanchard, founded in 1979 in San Diego, California. He is also a visiting lecturer at his alma mater, Cornell University, where he is a trustee emeritus of the Board of Trustees. Ken is cofounder of *The Center for FaithWalk Leadership*, which is dedicated to helping leaders walk their talk in the marketplace.

Ken has received many awards and honors for his contributions in the fields of management, leadership, and speaking. The National Speakers Association awarded him its highest honor, the "Council of Peers Award of Excellence." He was inducted into the HRD Hall of Fame by *Training* magazine and Lakewood Conferences, and he received the Golden Gavel Award from Toastmasters International. Moreover, in 2004 Ken was awarded with The Thought Leadership Award for continued support of work-related learning and performance by ISA - The Association of Learning Providers.

A few words about PROTHESIS SA

PROTHESIS SA is a Business Consulting Practice and Training Entity that is part of the NEOSET group of companies. PROTHESIS SA was founded in 2003 and aims in assisting the Greek Business Community to make change feasible by helping Management to develop tomorrows Leaders.

PROTHESIS can help its clients to develop and manage their franchise networks and to design of guerrilla marketing strategy and tactics. This is facilitated by its international partnerships and affiliations. For instance, as of November 2006 PROTHESIS SA is the sole representative for Greece & Cyprus of the Trout and Partners Network and the exclusive representative of Trout & Partners for Greece & Cyprus. This part of the business is focusing entirely on positioning and differentiation.

PROTHESIS is also the sole representative for Greece and Cyprus of RICHARDSON Corporation (www.richardson.com). RICHARDSON co. is a leading global sales training and consulting firm with its HQs based in Philadelphia, USA and has nearly 16 offices around the world. PROTHESIS reports to the London's offices. Richardson Co. is the largest international training-consulting corporation of its kind, specializing in the development of salespersons' skills, in developing customer services skills, in coaching, in negotiating and in operating specialized assessment centres. The last, concerns of hiring and evaluating the performance of people who are involved in customer services, sales processes, retail, B2B and wholesale.

Finally yet importantly, PROTHESIS SA collaborates with international publishing houses, such as **McGraw Hill**, **Houghton Mifflin** and **Harvard Business Press**, for the translation and publication in Greek of books that specialize in Management and Sales/Marketing.

To accomplish all the above, PROTHESIS expertise derives from the experience of its founders and collaborators, who originate mainly from the U.S.A. and the United Kingdom. It is worth to mentioning the cooperation with **Professor James Belasco**. Jim is a well-known business and state leader consultant and author of the following three international best sellers: **"Flight of the Buffalo", "Soaring with the Phoenix: Renewing the Vision, Reviving the Spirit and Re-Creating the Success of Your Company"**, and the famous **"Teaching the Elephant to Dance: Empowering Change in Your Organization"**.

PROTHESIS SA - INTERBOOKS Publications

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LEADING AT A HIGHER LEVEL

Athens, March 19, 2008
Art Centre at ACS

Dr. Ken Blanchard

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b) Drop us an e-mail at blanchard@prothesis.gr .
c) Visit our website at www.prothesis.gr in order to e-register, following the instructions.
d) Visit **PROTHESIS SA** offices (Mr. Vasilis Rapsomanikis), **17th km Marathonos Ave., Trianemi Street, 153 02 Pallini, tel. +30 210 66 01 290.**

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Please Note:
Your registration will be valid only when the full amount of the participation fee plus 19% VAT has been duly paid. In addition, a proof of payment is required. It will be sufficient to send us the copy of the respective bank deposit slip. Please, fax it to the attention of the event Registrar (fax no. **+30 210 60 38 117** or **+30 210 66 01 267**).

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