



SPECIAL MANAGEMENT PROGRAM

BILL GEORGE
& AUTHENTIC
LEADERSHIP

APRIL 28-29, 2008 - NEW YORK CITY

LIMITED TO 120 EXECUTIVES



Bill George was chief executive of Medtronic, the world's leading medical technology company, from 1991 until 2001 and chairman of the board from 1996 to 2002. He has been named one of the "Top 25 Business Leaders of the Past 25 Years" by PBS, "Executive of the Year-2001" by the Academy of Management, and "Director of the Year-2001-02" by the National Association of Corporate Directors. Under his leadership, Medtronic's market capitalization grew from \$1.1 billion to \$60 billion, averaging 35 percent a year.

George is the author of the bestselling books *Authentic Leadership: Rediscovering the Secrets of Creating Lasting Value* and *True North, Discover Your Authentic Leadership*.

Currently, George is a professor of management practice at Harvard Business School. He also serves on the board of directors of ExxonMobil, Goldman Sachs, and Novartis, and is a trustee of the Carnegie Endowment for International Peace and the World Economic Forum USA.

AUTHENTIC LEADERSHIP April 28-29, 2008

A Concrete and Comprehensive Program for Leadership Success

JOIN BILL GEORGE FOR TWO DAYS AS HE LEADS A SELECT GROUP OF EXECUTIVES IN THE PROFOUND EXPLORATION OF MANAGEMENT PRACTICES. DISCOVER YOUR PERSONAL AUTHENTIC LEADERSHIP STYLE—AND HOW IT LAYS THE GROUNDWORK FOR YOUR SUCCESS.

BECOMING A TRUE NORTH LEADER

- Discovering your True North
- The five dimensions of an authentic leader
- The internal compass: Leading with your heart and your head

YOUR JOURNEY TO AUTHENTIC LEADERSHIP

- How your life story defines your leadership
- Preparing for leadership
- The transformation from 'I' to 'We'
- Leadership comes of age: A time of giving back—about generativity and wisdom

DISCOVERING YOUR AUTHENTIC LEADERSHIP

- Why knowing yourself is crucial
- Confronting your blind spots
- Leading by values: The tenets of your leadership
- Unveiling your motivations to be a leader
- Building your support team: The importance of mentors, family, and friends
- The real measure of success
- Staying grounded by integrating your life
- BREAKOUT: Discover your authentic self

EMPOWERING PEOPLE TO LEAD

- How to lead and empower to lead
- Purpose, passion, and leadership
- The importance of mutual respect
- *Case Study*: “Andrea Jung: Empowering Avon Women”

OPTIMIZING YOUR LEADERSHIP EFFECTIVENESS

- Achieving superior long-term results
- How to stick to your True North: Being flexible and using power wisely
- BREAKOUT: Defining your leadership style

Detailed agenda can be found on our website, www.hsmglobal.com/us/george.

GENERAL INFORMATION

Date & Venue

April 28-29, 2008

Program runs from 7:45 am - 6:30 pm on Day 1; 8:30 am - 4 pm on Day 2

Detailed agenda can be found on our website,
www.hsmglobal.com/us/george.

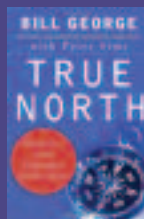
Cipriani at Rockefeller Center
30 Rockefeller Center, 64th Floor - Pegasus Suite
New York City

Special Accommodations

Visit www.hsmglobal.com/us/george for more information.

Each Attendee Will Receive

- Complimentary copy of *True North* by Bill George
- Attendee Profile and Contact list
- Working Materials
- Meals
- Attendance Certificate



Limited Availability

120 attendees

All applications are subject to approval by HSM

Program Fee

Regular Price: \$4,500

Before April 18th: \$4,000

Corporate Offer

Three Tickets: \$11,400 (\$3,800 per attendee)

Five Tickets: \$18,000 (\$3,600 per attendee)

To receive the Special Offer, payment must be received by April 18th.

Three Ways to Register

Phone 866 711 4476 | 9 am- 6 pm EST

212 317 8454 (If dialing internationally)

Fax 212 308 6788

Online www.hsmglobal.com/us/george

For more information, contact us at info.us@hsmglobal.com.



REGISTRATION FORM

AUTHENTIC LEADERSHIP with BILL GEORGE

APRIL 28-29, 2008

CIPRIANI AT ROCKEFELLER CENTER - NEW YORK CITY

REGULAR PROGRAM FEE: \$4,500

BEFORE APRIL 18TH: \$4,000

For registration or more information on the program, please visit our website at www.hsmglobal.com/us/george, call **866 711 4476**, or fax this registration form to **212 308 6788**.

NAME					
TITLE			DEPARTMENT		
COMPANY			INDUSTRY		
COMPANY TYPE	<input type="checkbox"/> PUBLIC	<input type="checkbox"/> PRIVATE	<input type="checkbox"/> FAMILY OWNED		
COMPANY SIZE (EMPLOYEES)	<input type="checkbox"/> <50	<input type="checkbox"/> 50 to 100	<input type="checkbox"/> 101 to 500	<input type="checkbox"/> 501 to 1000	<input type="checkbox"/> > 1000
ADDRESS			CITY		
STATE/PROVINCE		ZIP/POSTAL CODE		COUNTRY	
EMAIL		BUSINESS PHONE NUMBER		FAX NUMBER	

Your contact information, excluding your phone number, will be shared with other attendees at the event. It will not be used for any other purpose.

Please don't share my information. I'm not interested in receiving the Attendee Profile.

Pricing (before April 18th, 2008)

Early Registration Offer: \$4,000 Attendees: ____

Corporate Offer

Three Tickets: \$11,400 (\$3,800 per attendee)

Five Tickets: \$18,000 (\$3,600 per attendee)

Payment Options

Check enclosed (Make check payable to HSM Americas, Inc.)

Bill me

Visa Mastercard American Express Diners Club Discover

CARD NUMBER		EXPIRATION DATE	
CARDHOLDER'S NAME		CARDHOLDER'S SIGNATURE	

Which of the following topics would you like HSM to include in its future programs?

Execution Negotiation Family Business Personal Development Customer Experience
 Teamwork China/India Innovation Sales/Marketing Change Management

Cancellation & refund policy: If you request cancellation up to 60 days prior to the event ("Cancellation Deadline"), the refund will be processed in the same manner (i.e. credit card, check, etc.) that the registration payment was made, less a processing fee of \$500 per ticket. For cancellations in writing requested after the Cancellation Deadline and before 21 days prior to the event ("Credit Deadline"), a credit refund will be granted for HSM events to be held until 12/31/2009 for the value of your purchase. After the Credit Deadline tickets may only be transferred to a substitute participant. We reserve the right to cancel the event, and if this occurs, we shall refund the total fee paid.

Scheduling: We reserve the right to make any changes without prior notice.

Detailed Terms and Conditions can be found in the Register section at www.hsmglobal.com/us/george.

CODE: SBG/3MD/WEB1/08



www.hsmglobal.com

HSM GROUP

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www.hsmglobal.com/us

UPCOMING EVENTS 2008

Building Winning Teams with **Patrick Lencioni**, Mar. 11-12

World Innovation Forum, Apr. 8-9

Execution in Action with **Larry Bossidy**, May 13-14

Strategic & Disruptive Innovation with **Clayton Christensen**, Jun. 17-18

World Business Forum, Sept. 23-24

Leading From Your Strengths with **Marcus Buckingham**, Sept. 25

Winning Negotiation Strategies with **William Ury**, Oct. 14-15

Two Days with **Jack Welch**, Oct. 21-22

Execution in Action with **Larry Bossidy**, Oct. 28-29

Building Winning Teams with **Patrick Lencioni**, Nov. 12-13

Leading Creative Organizations with **Michael Eisner**, Nov. 18

Family-managed Business with **John Davis**, Nov. 19-20

For an updated list of events, visit www.hsmglobal.com/us