

HSM
Inspiring ideas

OCTOBER 8, 2009 - NEW YORK CITY

GARY
HAMEL

FIT FOR THE FUTURE

Limited capacity



GARY HAMEL

Fit for the Future: Building An Exceptional Company for Exceptional Times

SPEND A FULL DAY WITH THE WORLD'S MOST INFLUENTIAL BUSINESS THINKER, GARY HAMEL, TO LEARN THE SECRETS TO BUILDING A COMPANY THAT'S TRULY FIT FOR THE FUTURE. IN THIS PROVOCATIVE AND PRACTICAL WORKSHOP, HAMEL WILL PROVIDE YOU WITH A BLUEPRINT FOR BUILDING THE ESSENTIAL CAPABILITIES THAT WILL DISTINGUISH TOMORROW'S MOST SUCCESSFUL ORGANIZATIONS.

HAMEL'S GOAL: TO HELP YOU BECOME AN INSPIRED MANAGEMENT INNOVATOR, AND YOUR COMPANY TO BECOME A SUCCESSFUL MANAGEMENT MAVERICK.

This program is available independently or as a supplement to the **2009 WORLD BUSINESS FORUM**. As a Forum speaker, Hamel will discuss management innovation, and during this post-Forum seminar, he will delve even deeper into his expertise.

The **WORLD BUSINESS FORUM** is the leading international symposium for the executive community. Recently ranked among CEOs as the Best Global Forum in the US, the Forum brings together the world's foremost management, political and academic figures to discuss the most pressing current issues.

For more information on the **WORLD BUSINESS FORUM**, visit wbfny.com

Recently ranked as the world's most influential business thinker by *The Wall Street Journal*, Gary Hamel has been called "the world's reigning strategy guru" by *The Economist*. *The Journal of Business Strategy* listed Hamel as one of the 20th century's "25 most influential business thinkers." His ground-breaking concepts have transformed business strategies and management practices around the world.

Hamel's landmark books, *Competing for the Future*—written with C.K.Prahalad—and *Leading the Revolution* are global bestsellers. *Competing for the Future* was *BusinessWeek's* Book of the Year, and has become the best-selling book ever on business strategy. His latest book, *The Future of Management*, was selected by Amazon.com as the best business book of the year.

His 15 articles for the *Harvard Business Review* have made Hamel the most reprinted author in the history of the magazine. He has written three cover stories for *Fortune* magazine and numerous articles for *The Wall Street Journal*, *Financial Times*, *Fast Company*, and *Business 2.0*, among others.

Hamel is a visiting professor at the London Business School, where he is currently leading an effort to build the world's first management innovation lab.

PROGRAM

8:15 - 9:00	WELCOME AND REGISTRATION
9:00 - 10:30	I. BUILDING AN EVOLUTIONARY ADVANTAGE <ul style="list-style-type: none">• The limits to success• Getting beyond denial• Creating options for renewal• Realigning talent and capital• Embracing new management principles• Case Study: IBM
10:30 - 11:00	COFFEE BREAK
11:00 - 12:30	II. TURNING INNOVATION INTO A CORE COMPETENCE <ul style="list-style-type: none">• Innovation defined• Igniting human imagination• Importing innovation• Learning to persevere• Raising the returns on innovation• Case Study: Whirlpool
12:30 - 2:00	BREAK
2:00 - 3:30	III. UNLEASHING HUMAN CAPABILITIES <ul style="list-style-type: none">• Beyond Theory X and Y• Reinventing control• Creating communities• Investing work with meaning• Case Study: Whole Foods Market
3:30 - 4:00	COFFEE BREAK
4:00 - 5:30	IV. BECOMING A MANAGEMENT INNOVATOR <ul style="list-style-type: none">• How to be radical and prudent• Principles of experimentation• Hacking management• Scaling up• Case Study: BNZ, Atlassian

SPECIAL OFFER

Program Fee

Regular Price: \$2,000

Corporate Offer

Three Tickets: \$2,820

Five Tickets: \$4,450

Three Ways to Register

Phone **866 711 4476** | 9 am - 6 pm EST

212 317 8454 (If dialing internationally)

Fax **212 308 6788**

Online hsmglobal.com/us/hamel

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

GENERAL INFORMATION

Date:

October 8, 2009

Location:

Time & Life Building
8th Floor Auditorium
1271 Avenue of the Americas (btw 50th & 51st St)
New York City

Special Accommodations

Visit hsmglobal.com/us/hamel for more information.

Each Attendee Will Receive

- A Copy of *The Future of Management*
- Attendee Profile and Contact List
- Working Materials
- Coffee break refreshments
- Attendance Certificate



Limited Availability

All applications are subject to approval by HSM



Registration Form

Fit For The Future with GARY HAMEL

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

NAME

TITLE

DEPARTMENT

COMPANY

INDUSTRY

Company type

Public

Private

Family Owned

Company size (EMPLOYEES)

<50

50 to 100

101 to 500

501 to 1000

> 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.

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

Pricing

Individual Program Only

Early Registration Offer: \$2,000

Corporate Offer

Three Tickets: \$5,400

Five Tickets: \$8,000

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?

Leadership

Negotiation

Family Business

Personal Development

Customer Experience

Execution

Green Biz

Innovation

Sales/Marketing

Change Management

How did you first learn about HSM?

Brochure

Telemarketing

Website/Internet

Email

Word of Mouth

Newspaper/Magazine

Other

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 \$350 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 12/31/2010 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 hsmglobal.com/us/hamel

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BusinessWeek



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UPCOMING 2009

World Business Forum,
Oct 6-7, New York

Two Days with Jack Welch,
Nov 11-13, Palm Beach, Florida

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