

FALL 2009 EXECUTIVE DEVELOPMENT PROGRAMS

Leading Change: New Strategies for Change When Change is Hard	Dan Heath , formerly of Harvard Business School and Duke Corporate Education, and author of the <i>New York Times</i> best-seller " <i>Made to Stick</i> ", named Top Best Business Book of 2007 and the soon-to-be-released " <i>Switch: How to Change Things When Change is Hard</i> "	October 15, 2009
Leadership Without Limits: Unlocking True Leadership Potential in Yourself and Others	Steve Farber , author of best-selling books " <i>The Radical Leap</i> " and " <i>The Radical Edge</i> " and the recently released " <i>Greater Than Yourself</i> ", former VP at Tom Peters Company	October 23, 2009
Creating the Passionate Organization: How Companies and Individuals Can Make a Profit AND Make a Difference	Tim Sanders , former senior executive at Yahoo! and author of two best-selling books, " <i>Love is the Killer Ap</i> ", " <i>The Likeability Factor</i> " and " <i>Saving the World at Work: How Companies and Individuals Can Make a Profit AND Make a Difference</i> "	November 19, 2009

Dan Heath

October 15, 2009

Best-selling author of "Made to Stick" and "Switch: How to Change Things When Change is Hard"

Leading Change: New Strategies for Change When Change is Hard

(video clip available at <http://www.brightsightradio.com/podcastDetails.asp?id=342>)

Suggested Audience: For executives and professionals at all levels of the organization

All of us have things we want to change—in our families, our businesses, and our communities. But where do you start? And how do you overcome the resistance you'll face? Heath will reveal a simple, 3-part framework that will help you create change. The framework, based on some of the most fascinating findings in psychology, is drawn from Heath's soon-to-be-released book, *Switch: How to Change Things When Change Is Hard*. Heath will weave together stories ranging from the science of movie popcorn buckets to the tale of a bottom-up effort to save 100,000 lives in the health care system. Once you understand the patterns that characterize successful changes, you'll be armed to lead your own switch.

This program will help executives:

- ◆ Learn how tweaking the environment in minor ways can trigger big changes in behavior
- ◆ Know how to break through the "decision paralysis" that can doom a change effort
- ◆ Understand why most change efforts fail and how you can avoid that fate

Dan Heath is the co-author of the *New York Times* and *Wall Street Journal* bestselling book *Made to Stick: Why Some Ideas Survive and Others Die* with his brother, Stanford Business School professor Chip Heath. *Made to Stick* stayed on the *BusinessWeek* bestseller list for 21 months; it has been translated into 27 languages; and it was named the Best Business Book of 2007 by Jack Covert and Todd Sattersten (Authors of *The 100 Best Business Books of All Time*).

Dan is also a popular writer for *Fast Company* magazine, where he and his brother have had a monthly column since 2007. Formerly of Harvard Business School and Duke Corporate Education, Dan is now a consultant in Raleigh, NC, speaking and consulting on the topics of creating change and communicating with impact.

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Steve Farber

October 23, 2009

Former executive at The Tom Peters Company and best-selling author of "The Radical Leap", "The Radical Edge", and now "Greater Than Yourself"

Leadership Without Limits: Unlocking True Leadership Potential in Yourself and Others

(video clip available at <http://stevefarber.com/clips/>)

Suggested Audience: Executives and professionals at all levels of the organization

Too many people assume the timeless principles of true leadership—of helping others achieve their full potential—don't apply Monday through Friday during work hours or in any circumstance where a paycheck is involved.

In his new work, Steve Farber set out to prove them wrong. Farber shows that the goal of a genuine leader is to help others — teammates, employees, and colleagues—become more capable, confident, and accomplished than they are themselves. Farber reveals the three keys to achieving this: Expand Yourself, Give Yourself, and Replicate Yourself. Filled with actionable principles and innovative ideas, this program contains perhaps the most powerful message today's business leaders can learn.

This program will help executives:

- ◆ Discover tools to deepen and expand your personal capabilities—the raw material for true leadership
- ◆ Learn the art of 'philanthropizing' your leadership approach—the raw material for developing capacity in others
- ◆ Experience the power of expanding beyond your personal, one-to-one influence—the raw material for changing your organization for the better

Steve Farber is the president of Extreme Leadership, Inc.—an organization devoted to the cultivation and development of Extreme Leaders in the business community. His best-selling book, *The Radical Leap: A Personal Lesson in Extreme Leadership* was recently named one of The 100 Best Business Books of All Time. His second book, *The Radical Edge: Stoke Your Business, Amp Your Life, and Change the World*, was hailed as "a playbook for harnessing the power of the human spirit." His newest book, *Greater Than Yourself: The Ultimate Lesson of True Leadership*, has just been published by Doubleday/Random House.

Tim Sanders

November 19, 2009

Former senior executive at Yahoo! and best-selling author of "Love is the Killer Ap", "The Likeability Factor", and "Saving the World at Work"

Creating the Passionate Organization: How Companies and Individuals Can Make a Profit AND Make a Difference

(video clip available at <http://www.timsanders.com/downloads/video.html>)

Suggested Audience: Executives and professionals at all levels of the organization

Today, customers, employees, and investors are demanding that companies focus on their social responsibilities – not just their bottom lines. Sixty-five percent of American consumers say they would change to brands associated with a good cause if price and quality are equal; 66 percent of recent college graduates will not work for companies with poor social values. And more than 60 million people are willing to pay a premium for socially and environmentally responsible products. Businesses that do not take this revolution into account are putting their companies at risk.

Tim Sanders argues that the revolution is already underway, changing the business landscape as it relates to customer loyalty and the war for talent. He offers concrete suggestions on how all of us can help our companies buy and live locally, become "greener" in their day-to-day operations, and give back to their communities. Drawing on extensive interviews with hundreds of employees and CEOs, and illuminated by countless stories of people who are making a difference in the workplace and in the world, Sanders offers practical advice and tools that every individual and company can use to make a profit and make a difference.

This program will help executives:

- ◆ Thrive during this new era of business by changing how you do business
- ◆ Improve the quality of life of all employees and achieve high levels of employee participation
- ◆ Reduce individual and company environmental footprint

Tim Sanders is a former Chief Solutions Officer at Yahoo! from 2001-2005, where he was responsible for next generation business strategies. Now a best-selling author and highly sought after speaker, he continues to serve as an irreplaceable advocate for good values in the business world.