

World Business Forum 2006

Leadership Speaks

Rudy Giuliani

Leadership

Anne Mulcahy (CEO Xerox)

The Customer Connection

Tom Peters

Management

Malcolm Gladwell

Marketing & Innovation

Ken Blanchard

Team-Building

Chris Patten

China

Helmut Kohl

Germany and the World

Robert Kaplan

Strategy

24 and 25 October 2006

Alte Oper, Frankfurt

New York, Chicago, Milano, Frankfurt, London, Madrid, Sao Paulo, Buenos Aires, Mexico

Frankfurt



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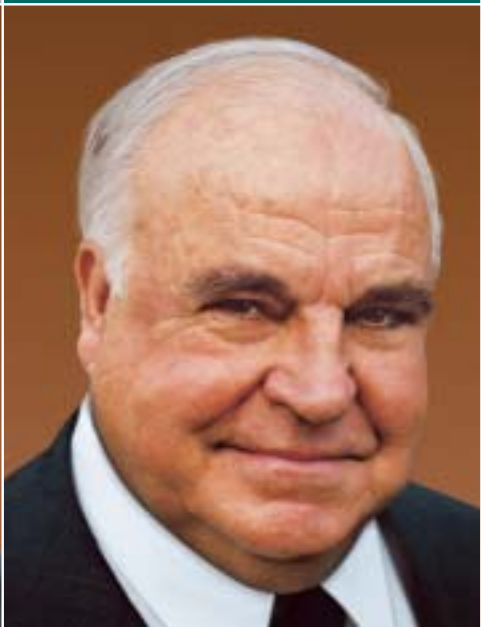
Malcolm Gladwell
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It's about business,
It's about inspiration

The World Business Forum gathers top speakers and executives in thought-provoking lectures and debates of critical business issues.



The annual meeting of the business community

The *World Business Forum* combines a learning experience with outstanding opportunities for networking with top executives, thinkers, and business decision makers from all sectors of industry. Over 87% of attendees are senior executives defined as CEOs, presidents, business owners and general managers. This event will be the year's most important gathering of business leaders in the world.



Rudy Giuliani

Leadership

Crisis management

- Crisis management: learning from experience
- How to gain self confidence, a key success factor for a true leader
- Calm, focus, visibility: the six core principles of leadership
- Leading under pressure
- Raising the bar: how to make the most of the sense of shared mission under critical circumstances
- Facing crisis as a change management opportunity



Rudolph Giuliani, former 107th Mayor of New York City, became an American icon in the aftermath of September 11th, 2001. Widely hailed for his calm and effective leadership in the crisis, he was named *Time Magazine's* Person of the Year for 2001 and was given

an honorary knighthood of the British Empire by Elizabeth II in 2002. Controversial at times, he was one of the most successful mayors of New York City since Fiorello LaGuardia. In eight years, he reduced crime by 57 percent, reduced taxes by 2.3 billion and created a record 450,000 new private sector jobs.

In 1970, two years after graduating magna cum laude from New York University Law School, Giuliani joined the office of the United States Attorney. In 1981 he was named Associate Attorney General, and later appointed US Attorney for the Southern District of New York.

Limited by New York City Law to two terms as mayor, in January 2002 he founded Giuliani Partners, quickly establishing it as a leader in emergency and crisis management. His best selling book *Leadership* sums up the principles he champions: preparation, accountability and strong self-definition.

Anne Mulcahy

The Customer Connection

Know thy customer: the ultimate CEO reality check

- How to create a customer-focused organization
- o Leveraging quality, innovation and costs to deliver true customer value
- o One-to-one customer communication
- o Why customer reference selling works
- o Making the transition from traditional supplier to value-added partner



Anne M. Mulcahy is chairman of the board and chief executive officer of Xerox Corporation, Stamford, Conn. She was named CEO of Xerox on August 1, 2001 and chairman on January 1, 2002. Mulcahy most recently was president and chief operating officer of Xerox from May

2000 through July 2001. Prior to that, she was president of Xerox's General Markets Operations, which created and sold products for reseller, dealer and retail channels. She began her Xerox career as a field sales representative in 1976 and assumed increasingly responsible sales and senior management positions. From 1992-1995, Mulcahy was vice president for human resources, responsible for compensation, benefits, human resource strategy, labor relations, management development and employee training.

Mulcahy became chief staff officer in 1997 and corporate senior vice president in 1998. Prior to that, she served as vice president and staff officer for Customer Operations, covering South America and Central America, Europe, Asia, Africa and China.

Mulcahy earned a bachelor of arts degree in English/Journalism from Marymount College in Tarrytown, N.Y., in 1974. In addition to the Xerox board, she is a member of the boards of directors of Fuji Xerox Company, Ltd., Target Corporation, Catalyst and Fannie Mae, and is a member of The Business Council.

Tom Peters

Management

Business Excellence and Management Innovation

- How to out-innovate the competition: an strategic challenge in the face of accelerating and intensifying competitive pressures
- The "Innovation Imperative" calls for an immediate management revolution: the talent approach
- Developing a new framework: independent thinking, entrepreneurial action, and a wholesale commitment to creative project work from every "talent" in the organization
- "Human Resources" under conversion: from traditional managers to Imaginative Strategic Leaders
- How to work on Recruitment & Development & Retention to survive and thrive in the Creative Age
- A new approach to leadership throughout the organization: igniting the engine of transformation



Tom Peters is one of today's most requested management speakers by organizations all over the world. Considered by Los Angeles Times as the father of the post-modern corporation, he is well known for his revolutionary ideas, his brilliant work and his

vast experience. He is undoubtedly one of the top management experts and thinkers in the world. He is the author of the most outstanding best-sellers in the history of management: *In Search of Excellence*, *Thriving on Chaos*, *The Circle of Innovation*, and the series on *Reinventing Work*, among others, all of them translated into more than 20 languages and with more than 6 million copies sold worldwide. His latest book is *Re-imagine! Business Excellence in a Disruptive Age*, a revolutionary outlook on how professionals and businesses can prosper while institutions collapse.

He completed his PH.D. in Business Administration at Stanford University. He has been executive and partner at McKinsey & Company. Today he is chairman of Tom Peters Company, a management development consulting firm providing services and advice to organizations from the United States, Europe and Asia.

Malcolm Gladwell

Marketing & Innovation

Marketing "epidemiology": how ideas, products and behavior become contagious

- Let epidemics speak: how the trend process works and the best way to make it part of your business strategy
- The word-of-mouth life cycle: from the starting point to sheer acceleration
- The roles of "connectors", "maven" and "salesmen"
- The stickiness factor: building memorable experiences
- How to make decisions correctly on the blink of an eye: the intuitive manager's profile
- The power of context and the rule of 150: how to make the most of these and other levers of change



Malcolm Gladwell is the author of two New York Times #1 bestsellers -first, *The Tipping Point: How Little Things Can Make A Big Difference*, and then *Blink: The Power of Thinking Without Thinking*. A prolific writer, analytical thinker and business advisor, Gladwell give

audiences a perspective that is both valuable and truly unique. In *The Tipping Point*, he describes how trends work and he helps companies apply this knowledge to their own business strategies. He helps organizations identify the people who are crucial to the trend process and deploy their talents strategically. *Blink* analyzes intuition -the kinds of judgments that are made unconsciously and instinctively -and explores how we can learn to be better at mastering the kind of instantaneous thinking that lies at the heart of successful decision-making.

An articulate and insightful speaker, he is currently a staff writer for the *New Yorker* magazine. More than once on the cover of important magazines, he is also being mentioned in Accenture's ranking of "The Top 50 Business Gurus".

Ken Blanchard

Team-Building

Leaders and team players: how to move up and forward in high performance teams

- Leadership and team-building among highly competitive individuals
- How to develop self-managing skills to make good team decisions
- First things first: finding and developing your own self
- Trust and responsibility: how to give team members the freedom to act and to grow as leaders
- What great leaders need to know and do to thrive
- Empowering Leaders To Live Life On Purpose



Ken Blanchard, a prominent, gregarious, and sought-after management thinker is universally considered one of the most insightful individuals in business today. A powerful storyteller, he wrote a phenomenal best-selling book, *The One Minute Manager*

(with Spencer Johnson), which has sold more than 12 million copies and remains on best-seller lists. His latest book *The On-Time, On-Target Manager*, continues to climb the best-seller charts.

He is Chief Spiritual Officer of The Ken Blanchard Companies, an international training and consulting firm he and his wife founded in 1979. He is also a visiting lecturer at his alma mater, Cornell University, where he is a trustee emeritus of the Board of Trustees.

Blanchard has received many awards and honors for his contributions, and was inducted into the HRD Hall of Fame by Training magazine and Lakewood Conferences. In 2004 he was awarded with The Thought Leadership Award by ISA, The Association of Learning Providers.

Helmut Kohl

Europe & the World

Global Stability and Prosperity

- Facing the social, political and economic challenges in Europe
- Revisiting the building blocks of European identity today
- How to promote peace and strengthen democracy in times of turbulence and crisis
- Germany at present and in the near future: its role in the changing global economic structure
- Politics, international business, regional trade and the new stage of globalization: how to evaluate the impact on businesses



Helmut Kohl has been acknowledged as one of the world's most influential statesmen in the second half of the 20th century. Recognized as a driving force of European integration and one of the key players of the reunification of Germany, Kohl's

personal style and sharp political mind set him into the forefront of both world and national political affairs. Member of the German Bundestag since 1976, he was elected Chancellor of the Federal Republic of Germany in 1982, position he held for 16 years, being the reunification of Germany on October 3, 1990, one of its brightest milestones.

He studied Law, Sociology, Political Science and History at the universities of Frankfurt am Main and Heidelberg. Kohl received several awards: the International Charlemagne Prize (together with Francois Mitterrand); the "Principe de Asturias" Award to International Cooperation; and the Presidential Medal of Freedom - the highest US civil honour. He wrote *Ich wollte Deutschlands Einheit* and *Mein tagebuch 1998-2000*. In 2005 he published a new set of memoirs *Erinnerungen 1982-1990*.

Chris Patten

China

The World Looks East: The re-emergence of China

- The Challenges Facing European Business and the Economy
- The political architecture of Eastern Asia: China, India, Japan and beyond
- How to face the growing competitiveness of China
- Why China attracts the world's foreign investment
- Chinese economy in perspective: the upside -and the downside
- Sustainability: Will China's growth last? On rational exuberance and good sense



Chris Patten has a wealth of experience in British and world politics. As the last Governor of Hong Kong (1992 -1997), Lord Patten oversaw the return of the British Colony to Chinese rule, furthering his reputation as a conciliator and unfailing diplomat.

He was Chairman of the Independent Commission on Policing for Northern Ireland set up under the Good Friday Peace Agreement, which reported in 1999. More recently, he served as EU Commissioner for External Affairs from 1999 to 2004, and in January of 2005 took his seat in the UK House of Lords. Chris Patten is an Honorary Fellow of the Royal College of Physicians, Edinburgh, and Honorary Fellow of Balliol College, Oxford. He was appointed Chancellor of Newcastle University in 1999, and elected Chancellor of the University of Oxford in 2003. In 1998, he wrote *East and West* a book on Asia and its relations with the rest of the world. He is currently at work two forthcoming books, *Western Front* and *The Way the World Works*.

Robert Kaplan

Strategy

Strategy Maps: How to turn intangible assets into tangible outcomes

- Building an organization with a focus on strategy and results
- Strategy Maps: what companies do to create value
- Four perspectives to evaluate business performance: finance, customers, internal processes, learning and growth
- How to get commitment from all members of the organization, create synergy, reformulate the value proposition and optimize performance
- Why companies need the Balanced Scorecard to successfully compete today
- Integrating strategy and cost management in practice: the analysis of outstanding successful cases



Few people have contributed as significantly to the art and especially the science of business strategy as **Robert Kaplan**. His Balanced Scorecard is the premier tool for linking a company's current actions to its strategic goals. In a series of groundbreaking books, beginning

with *The Balanced Scorecard*, he has developed effective methods for tying cost and performance management systems to strategy implementation and operational excellence.

He's written several books. *Strategy Maps: Converting Intangible Assets into Tangible Outcomes* (David P. Norton, coauthor) focuses on how to use the Balanced Scorecard to successfully implement your strategies. *In Cost & Effect: Using Integrated Cost Systems to Drive Profitability and Performance*, Dr. Kaplan is also the co-developer of Activity-Based Costing, a revolutionary approach for determining the underlying economics of a business.

Robert Kaplan is the Marvin Bower Professor of Leadership Development at Harvard Business School. He's also been Professor and Dean of the Graduate School of Industrial Administration de la Carnegie-Mellon University. Also a consultant in cost management systems, he's helped companies such as KPMG, PeopleSoft, Mobil, Chase Manhattan Bank, among others.

Schedule

World Business Forum
Alte Oper, Frankfurt
24 and 25 October 2006

Tuesday, 24 October	Wednesday, 25 October
08:30 – 10:00 Robert Kaplan	08:30 – 10:00 Ken Blanchard
10:00 – 10:45 coffee break	10:00 – 10:45 coffee break
10:45 – 12:15 Tom Peters	10:45 – 12:15 Malcolm Gladwell
12:15 – 13:45 lunch break	12:15 – 13:45 lunch break
13:45 – 15:15 Helmut Kohl	13:45 – 14:45 Anne Mulcahy
15:15 – 16:00 coffee break	
16:00 – 17:30 Chris Patten	14:45 – 16:15 Rudy Giuliani

For further information:

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HSM is an international firm that, since 1989, brings the world's top thought leaders and thinkers to analyze, debate and help build future trends. Through conferences, print media and online content, HSM introduces new parameters in business and believes that knowledge is the unique driver for change and development.

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instead of Forum Price 2400,- Euro + VAT

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