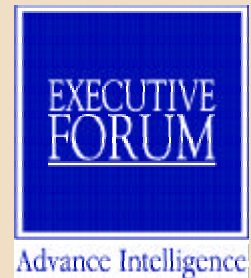


2003/2004 Leadership Series[®]

Watts Wacker November 19, 2003 • 8:30 - 11:30 a.m.

Own the Future, Before It Owns You



There has always been something in society called a “perceived view of the future.” Over the past fifty years, futurists have developed tools and techniques to identify issues that will shape the future and study a definable path that begins on the edges of society and winds its way to the mainstream. Trends follow a predictable and measurable path. A futurist of uncommon versatility, Watts will motivate you to identify the path and see issues that will shape your world in enough time to prepare for them. Provocative, challenging, and filled with practical examples, this presentation is just enough “out there” to stimulate and engage.

SPEAKER BACKGROUND

- CEO of FirstMatter LLC
- BS and MS from Tulane University and The University of Texas in Austin
- Frequent lecturer at colleges and universities, most recently Dartmouth, Columbia, USC, and BA/Norway.
- One of the most celebrated and influential minds in modern business
- Coauthor of several books including:
 - *The Deviants Advantage*
 - *The Visionary's Handbook*
- Commentator to the *Nightly Business Report* and *Good Morning America*

LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

STRATEGIC ORIENTATION

- Dealing with Ambiguity/Paradox: Cope effectively with change. Can comfortably handle risk and uncertainty. Decide and act without having the total picture. Is very flexible and adaptable when facing a tough call.
- Strategic Agility: See ahead clearly. Anticipate future consequences and trends accurately. Is future oriented. Identify and use “devox” (the voice of deviance) to affect positive change in the organization. Create competitive breakthrough strategies and plans.
- Business Acumen: Stay knowledgeable in current and future possible trends.

ALIGNING THE ORGANIZATION

- Managing Vision and Purpose: Communicate a compelling and inspired vision or sense of purpose. Talk beyond today. Talk about possibilities. Understand how change happens. Understand how ideas move from the “fringe of society” to “established social practice.”