

2004/2005 Leadership Series[®]

SEVEN days in Denver...

EXECUTIVE
FORUM

Competition

John Brandt • September 30, 2004 • 8:30 - 11:30 a.m.

Gain Competitive Advantage

As one of the nation's most prominent experts on competition and performance, John Brandt speaks with unique authority on how to identify the things customers value, increase value, and recognize when value changes. An expert on innovation, economic development, leadership, and risk, John identifies and benchmarks the best practices driving world-class organizations. He has worked closely with hundreds of CEOs from all sectors and is familiar with the issues leaders face today and with the qualities that make leaders extraordinary.



SPEAKER BACKGROUND

- Columnist of *Industry Week*
- Earned more than 20 awards for reporting, writing, and editing
- Led the development of the 20 Best Companies for Leaders research
- Former Editor-in-Chief of *Chief Executive Magazine*
- Graduate of Case Western Reserve University and the James Dysart Magee Economics Fellowship

LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

ALIGNING THE ORGANIZATION

- Results Oriented: Exceeds goals successfully. Identifies and utilizes benchmark metrics to drive execution, process, and improvements.

MARKET AWARENESS

- Competition: Uses competition as an advantage. Adapts to change.
- Customer Focus: Dedicated to meeting the expectations and requirements of the internal and external customers. Acts with customers in mind. Uses firsthand customer information for improvements in products and services. Identifies and bridges the value gap between customers/partners/employees/shareholders.

PROBLEM SOLVING

- Creativity and Innovation: Brings management innovation to the organization. Uses failures as a learning device to turn failures into successes.

STRATEGIC ORIENTATION

- Business Acumen: Knows the competition. Knows current and possible future policies, practices, trends, and information affecting the business and organization. Understands economic development as it relates to the business.
- Strategic Agility: Has broad knowledge and perspective. Creates competitive and breakthrough strategies and plans. Sees how to adapt themselves to the realities of new markets, new corporate structures, and new customer expectations. Drives a "world class organization."

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...that will challenge your thinking.