

# 2004/2005 Leadership Series<sup>®</sup>

## SEVEN days in Denver...

EXECUTIVE  
FORUM

### *Inspiration*

Jackie Freiberg, Ph.D. • April 27, 2005 • 8:30 - 11:30 a.m.

### ***Become a Magnet for Great Talent***

Jackie Freiberg, Ph.D. is co-author of the award-winning, national bestseller, *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success*. Through her programs, she has inspired audiences to go for the *great* by sharing firsthand business experiences, insights, and strategies. Since the publication of *NUTS!*, Dr. Freiberg has become a connoisseur of *really cool* companies - nationally admired organizations where people *want* to work and *choose* to stay. She is passionate about equipping leaders at all levels with hope, ideas, and practical tools to kick-start and re-inspire their journey toward creating *great* companies!

#### **SPEAKER BACKGROUND**

- Dr. Freiberg was manager of Corporate and Professional Programs for the University of San Diego.
- Taught public speaking and communications courses as an adjunct professor
- Bachelor degree in communication from the University of New Hampshire, masters degree in speech communication from San Diego State University, and she earned a doctorate in educational leadership at the University of San Diego.
- Co-author of most recent book *Guts! Companies That Blow the Doors off Business-as-Usual*



#### **LEADERSHIP COMPETENCIES**

Gain skills and enhance the following capabilities:

##### **ALIGNING THE ORGANIZATION**

- Organizational Agility: Understands the cultures of organizations.
- Managing Vision and Purpose: Communicates a compelling and inspired vision or sense of core purpose. Can inspire and motivate entire units or organizations.

##### **MARKET AWARENESS**

- Customer Focus: Is dedicated to meeting the expectations and requirements of the internal and external customers. Establishes and maintains effective relationships with customers and gains their trust and respect.

##### **PEOPLE LEADERSHIP**

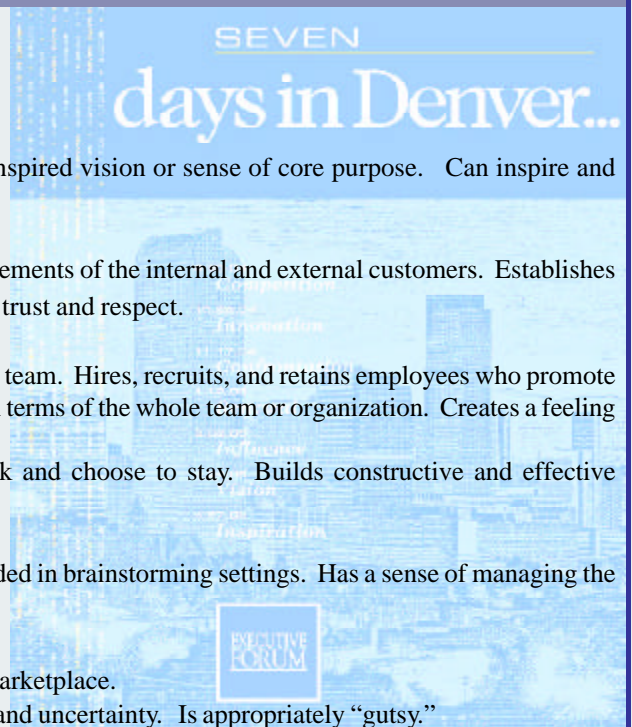
- Building Effective Teams: Creates strong morale and spirit in his/her team. Hires, recruits, and retains employees who promote the values and philosophy that drives the business. Defines success in terms of the whole team or organization. Creates a feeling of belonging in the team.
- Leading Others: Creates environment where people want to work and choose to stay. Builds constructive and effective relationships.

##### **PROBLEM SOLVING**

- Creativity and Innovation: Tends to be seen as original and value added in brainstorming settings. Has a sense of managing the creative process of others. Can facilitate effective brainstorming.

##### **STRATEGIC ORIENTATION**

- Business Acumen: Is aware how strategies and tactics work in the marketplace.
- Dealing with Ambiguity and Paradox: Can comfortably handle risk and uncertainty. Is appropriately "gutsy."



...that will challenge your thinking.