

2004/2005 Leadership Series[®]

SEVEN days in Denver...

EXECUTIVE
FORUM

Innovation

Guy Kawasaki • October 28, 2004 • 8:30 - 11:30 a.m.

Rules for Revolutionaries

The original Apple evangelist, Guy is an energetic, charismatic speaker who will inspire you to move from ideas to action and show you how to think, act, and implement like revolutionaries of innovation and change. Guy will also discuss *Selling the Dream* and *How to Drive Your Competition Crazy*, which will provide leaders with a blueprint for competing with other organizations for customer attention, dollars and loyalty.



SPEAKER BACKGROUND

- CEO of Garage Technology Ventures (a venture capital investment bank for high technology companies)
- Columnist for *Forbes Magazine*
- Author of seven books including:
Rules for Revolutionaries, *How to Drive Your Competition Crazy*, *Selling the Dream*, and *The Macintosh Way*
- BA from Stanford University
- MBA from UCLA as well as an honorary doctorate from Babson College

LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

ALIGNING THE ORGANIZATION

- Manages Vision and Purpose: Makes the vision sharable by everyone. Inspires and motivates entire units or organizations. Knows how to position, pitch, brand, and evangelize new ideas.
- Passion: Uses “secular evangelism” to get customers, employees, and partners to believe in product or service. Defines a cause.

MARKET AWARENESS

- Customer Focus: Dedicated to meeting the expectations and requirements of internal and external customers. Acts with customers in mind. Creates new products or services whether in a new or established organization. Competes with other organizations for customer attention, dollars, and loyalty. Understands how to ethically and effectively defeat the competition.

PROBLEM SOLVING

- Creativity and Innovation: Comes up with new and unique ideas. Tends to be seen as original and value-added in brainstorming settings. Is good at bringing the creative ideas of others to market. Has good judgement about which creative ideas and suggestions will work. Has sense about managing the creative process of others. Projects how potential ideas may play out in the marketplace. Uses strategic steps to create new products and services.

STRATEGIC ORIENTATION

- Dealing with Ambiguity: Can effectively cope with change. Shifts gears comfortably. Comfortably handles risk and uncertainty.
- Strategic Agility: Is future oriented. Can create breakthrough strategies and plans. Moves from ideas to action. Thinks, acts, and implements like “revolutionaries of innovation and change.”

...that will challenge your thinking.

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