

EXECUTIVE FORUM
2007/2008 Leadership Series®

Advance Intelligence Today

Leadership Tools for Tomorrow



Industry Week wrote, "Adrian Slywotzky promises to be what Peter Drucker was to much of the twentieth century: the management guru against whom all others are measured."

A morning with Slywotzky will teach you how to:

- change the odds for your next major initiative
- increase the knowledge gap between yourself and rivals
- out-compete the "unbeatable" rival in your own industry
- survive when your industry experiences major transitions
- increase income through demand innovation and big-box thinking
- know when to compete and when to collaborate.

Adrian Slywotzky

September 25, 2007 | 8:30a.m.–11:30a.m.

The Upside: The 7 Strategies for Turning Big Threats into Growth Breakthroughs

Adrian Slywotzky is a best-selling author, with a focus on profit growth in changing markets. A graduate of Harvard College, Harvard Business School, and Harvard Law School, he is Vice President of Mercer Management Consulting, Inc., a global management consulting firm.

In his latest book, *The Upside: The 7 Strategies for Turning Big Threats into Growth Breakthroughs*, Slywotzky provides bold, original ideas and practical tools to transform your moments of maximum risk into your moments of maximum opportunity.

Rather than shrink from the high risk inherent in our global economy, you will learn to see how it can be your greatest source of growth and future reward.

Program Location

Donald R. Seawell Grand Ballroom
at The Denver Center for the Performing Arts
14th & Arapahoe, Denver, CO 80204



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