



Principle Centered Leaders
Create Lasting Change

FranklinCovey's

Executive Leadership Summit

Presented in person by

MICHAEL K. SIMPSON

Senior Consultant and Executive Coach,
FranklinCovey USA

24–26 August 2009 : The Ritz-Carlton Hotel, Kuala Lumpur



FRANKLINCovey's EXECUTIVE LEADERSHIP SUMMIT

AUGUST 24–26, 2009 | THE RITZ-CARLTON HOTEL, KUALA LUMPUR



Organizational success is driven by principle-centered leadership.

For over two decades, FranklinCovey has been recognized as the authority and trendsetter in principle-centered leadership.

Most leadership courses focus on theory and technique, while others pull at heartstrings but lack the substance to truly affect behavior.

FranklinCovey's Executive Leadership Summit is different—for the 3 days, we focus on two things:

- **proven leadership behaviors that create immediate and lasting change, and**
- **harnessing passionate leadership to achieve specific business objectives.**

You will see an immediate impact from what you've learned—a **renewed focus and a sustained, lasting difference in your organization!**

Passionate, principle-centered leadership changes people and companies. That's why you need to make FranklinCovey's Executive Leadership Summit the focal point of your leadership training this year.

We look forward to having you with us!



WHAT MAKES A GREAT LEADER

Anyone can tell you there is a clear difference between great leaders and competent managers. But not everyone agrees on what makes a leader great. Are great leaders measured by the results they've achieved? The scope of their responsibilities? Their efficiency?

FranklinCovey's research shows that leadership greatness in organizations is based on four primary outcomes they must achieve:

- **SUSTAINED SUPERIOR PERFORMANCE**—the ability to generate breakthrough results, time and time again.
- **INTENSELY LOYAL CUSTOMERS**—clients, vendors, and partners who aren't just satisfied, but are devoted to your continued success.
- **WINNING CULTURE**—a workplace in which everyone is unleashed to contribute their highest and best talents.
- **DISTINCTIVE CONTRIBUTION**—the legacy for which you will be known long after you are gone.

FranklinCovey's Executive Leadership Summit will help you achieve these 4 outcomes in your organization.



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THE 4 IMPERATIVES OF GREAT LEADERS

Are you the one that creates lasting change in your organization? Are you leading your team to greatness?

Executive Leadership Summit—FranklinCovey's premier leadership development program, draws from the best thinking of global leadership experts including Ram Charan, Jack Welch, Fred Reichheld, Clayton Christensen, and others.

The program also infuses FranklinCovey's deep experience in developing leaders who unleash the potential of their employees in any business environment, including "The 4 Imperatives of Great Leaders." Through extensive research, we know that people make their highest and best contributions when their leaders execute on these 4 Imperatives:

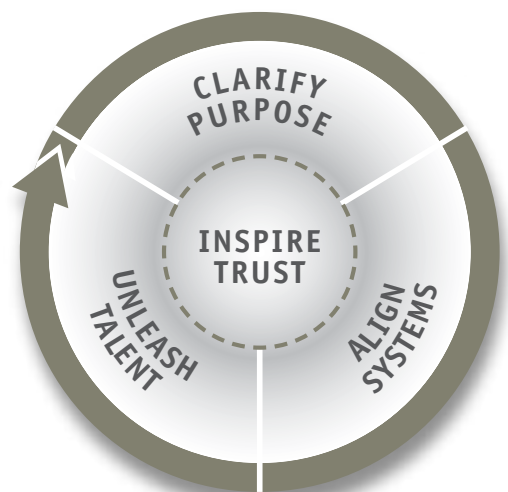
1. **INSPIRE TRUST.** Great leaders create personal credibility and earn the legitimate trust of others.
2. **CLARIFY PURPOSE.** Great leaders work effectively with others to create a clear and compelling purpose that is focused on customer needs — strategically aligned and financially viable.
3. **ALIGN SYSTEMS.** Great leaders build the organization's capability to consistently achieve its goals, attract and retain talent, improve work processes, and develop intense customer loyalty.
4. **UNLEASH TALENT.** Great leaders tap the full potential and contribution of each individual, respecting all the dimensions of the "whole person."

KEY OUTCOMES OF THE SUMMIT

You will be able to explore the definition of leadership greatness and gain new tools and insights into how to achieve it.

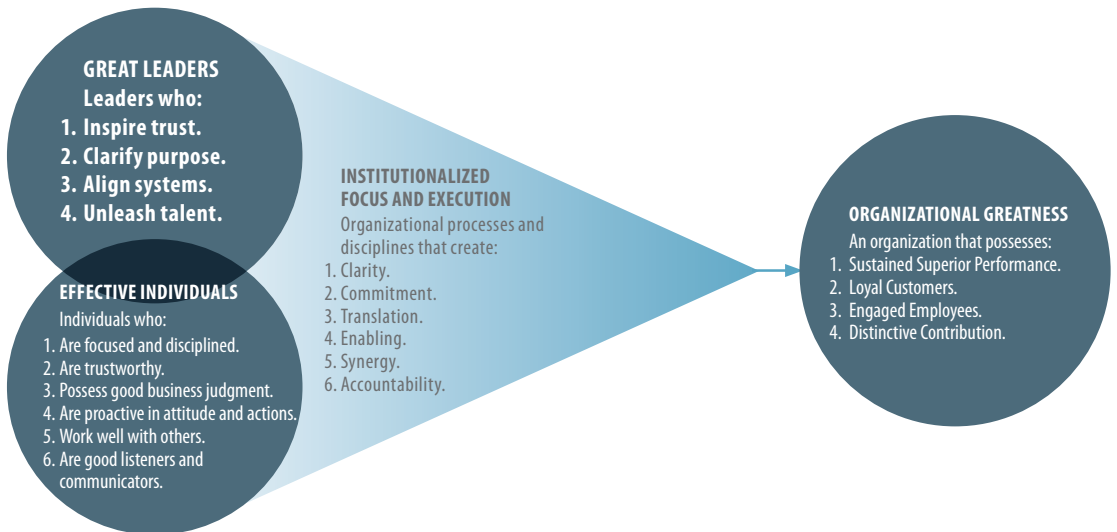
Over the three days, you will:

- Gain insights on current, relevant leadership challenges through open discussions with peer Executive Leadership Summit participants.
- Gain the "time and space" to focus on your most pressing leadership challenge or opportunity.
- Increase your capacity to execute on and achieve your most critical organizational results.
- Achieve the highest loyalty and contribution of your team members in achieving critical goals.
- Learn how to create four essential systems that drive enduring, measurable results.
- Measure and earn the intense loyalty of your customers.
- Learn how to help others achieve their full potential.
- Improve the trust others have in you as a leader.



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MICHAEL K. SIMPSON Senior Consultant and Executive Coach, FranklinCovey Co.

Michael has over 20 years of management consulting, leadership, and executive coaching experience. He partners with senior executive teams in executive coaching; leadership development; mission, vision, and goal clarity; team execution and performance management, organizational design; and change management. At FranklinCovey, he is on the leadership faculty where he conducts quarterly Executive Leadership Summit retreats with Dr. Ram Charan and Dr. Stephen R. Covey. He is also on faculty with FranklinCovey/Columbia University's Executive Coach Certification Program.

Michael has held executive leadership positions for two Internet-based technology companies: as Vice President of Sales and Marketing for MediConnect Global, and Vice President of Business Development for America to Go. He was a Principal Consultant with PricewaterhouseCoopers Management Consulting Practice in New York City where he consulted Fortune 50 companies in organizational change, leadership, and strategy.

Michael was a visiting professor for one year at South China University of Technology in Guangzhou, China. He was awarded one of top 10 foreign teachers among 40 Chinese universities. As a consultant to Nike in China, he designed and delivered weekly leadership programs to high-potential Chinese managers. Michael has an M.S. in Organizational Behavior and a B.A. in International Relations. He is an Adjunct Professor at Columbia College's Department of Business Administration where he teaches organizational behavior, leadership development, and entrepreneurship.

Michael's clients include such notable corporations as Nike, PricewaterhouseCoopers, Ernst & Young, Grant Thornton, Microsoft, Elanco, American Express, EDS, ACS, Honeywell, Autodesk, Ingram Micro, Kimpton Hotels, InterContinental Hotels, Loma Linda Hospital, Dow Chemical, NW Natural Gas, Saturn, A&P, Associated Foods, Kroger. In Malaysia he has consulted for Kuwait Finance, Prudential, Petronas, Sakura Merchant Bank, Kimberly-Clark.



REGISTRATION FORM

FRANKLINCOVEY'S EXECUTIVE LEADERSHIP SUMMIT : AUGUST 24-26, 2009

COMPANY / ORGANIZATION DETAILS

Name of Company / Organization:

Address:

Name of Contact Person : Mr / Ms

Tel:

Fax:

Email:

PARTICIPANT DETAILS

1. Mr / Ms

Email:

Designation:

2. Mr / Ms

Email:

Designation:

3. Mr / Ms

Email:

Designation:

4. Mr / Ms

Email:

Designation:

5. Mr / Ms

Email:

Designation:

Total Number of Participants:

Approving Manager's Name:

Designation:

Signature & Company Stamp:

Date:

PAYMENT DETAILS

Cheque / Bank Draft No:

Amount: RM

Credit Card Details: American Express Visa* MasterCard* Expiry Date (MM/YY):

Card No:

AMEX ID No:

Name on Card:

Security Code* (3 digits after card no. at reverse):

Signature (for credit card payment)

SEMINAR DETAILS

DATE & TIME

August 24-26, 2009 | 9.00am-5.00pm

VENUE

The Ritz-Carlton Hotel, Kuala Lumpur

FEE

1-2 participants : RM 4,500 / participant*

3-5 participants : RM 4,000 / participant*
Please call us on fee for bulk participants*

*Participants from the same organization.

TERMS & CONDITIONS

- Please note that registration will only be confirmed upon payment.
- Registration made without payment are subject to our cancellation without prior notice. Payment to be made at least ONE month in advance to ensure your booking is confirmed.
- Please make cheques marked A/C Payee Only, payable to: **Leadership Resources (Malaysia) Sdn Bhd.**
- There will be no refund for cancellation by participants less than 30 days before program date. We will however, on case-by-case basis, allow replacement to be made, upon communications of full details of the new participant.
- The organizer reserves the right to cancel the program due to unforeseen circumstances. In such event, the fee would be refunded in full.



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ENQUIRY & REGISTRATION

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*The Exclusive Representative of FranklinCovey Co.
in Malaysia and Negara Brunei Darussalam*