

World Business Forum



NYC

Leadership
in action

October 2-3, 2012
Radio City Music Hall®
New York City

Jim Collins
Jack Welch
Michael Porter
Robert Gates
Richard Branson
Fareed Zakaria
Lynda Gratton
Mark Thompson
Barbara Corcoran
Mark King
Marcus Buckingham
Sherry Turkle
Don Tapscott
Ursula Burns
Jez Frampton



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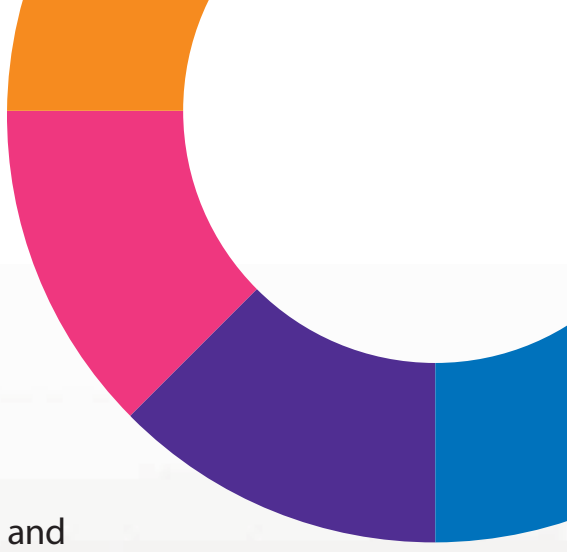
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Guided by thinkers that engage and transmit knowledge, cultivate passion and offer differentiating practices

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Business icons with the experience and charisma to share success stories and instill best practices

Leaders convinced that the best way to learn and grow is to put ideas into action

A transformative experience dedicated to building...

Better businesses
Better people
A better world

Global Leadership Challenges

Don Tapscott

New Economy: Social Media, the Net Generation and the Upcoming Corporate Revolution

One of the world's leading authorities on innovation, media, and the economic and social impact of technology, Tapscott consistently anticipates the next business trends driven by innovation.

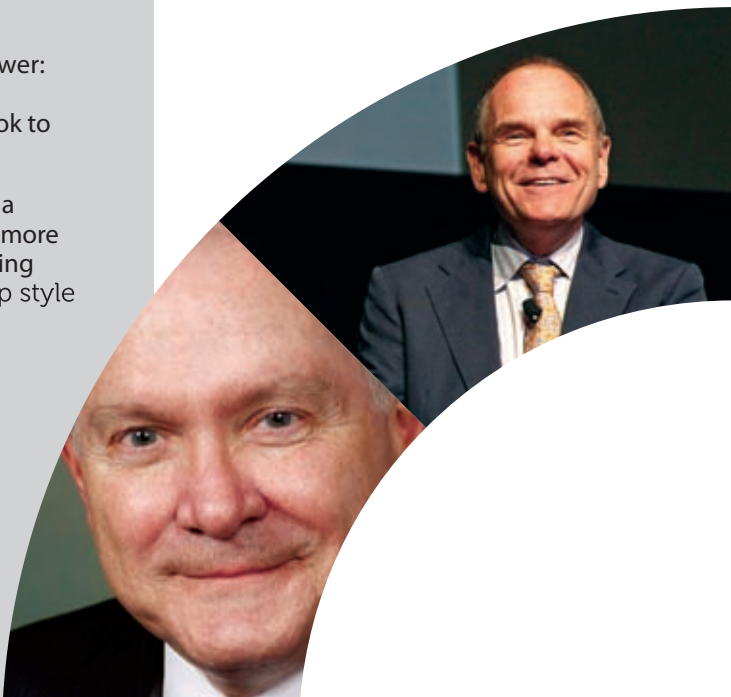
- New business imperatives: The new media, the new economy, the new generation of digital natives and the global crisis
- The transforming power of mobile, pervasive, network computing
- Revealing a new modus operandi for business: Why openness, peering, sharing and acting globally are the new competitive principles

Robert Gates

What Great Leaders Do: Leadership Skills for a New Age

Former Secretary of Defense and one of the most respected leaders in recent U.S. history, Robert Gates has been at the heart of U.S. intelligence and defense policies over the past four and a half decades.

- Leadership as a rare and precious commodity: The characteristics that set the great leaders apart
- Beyond soft and hard power: Why smart power is what today's leaders should look to wield
- Being a good leader and a good boss: Developing a more nuanced visionary, coaching and affiliative leadership style



Fareed Zakaria

The New Economic Landscape and the Future of Global Power

Considered by Esquire magazine as “the most influential foreign policy adviser of his generation” he is the host of CNN’s foreign affairs show and Editor-at-Large of TIME magazine.

- The rise of the rest: Making sense of the next great global power shift
- The geopolitical challenges of a multipolar world
- Technology and globalization: Understanding the two great drivers of change



Jez Frampton

Interbrand’s 2012 Top 100 Best Global Brands Report: A Conversation on Creating and Managing Brand Value™

Recognized as one of the world’s influential thinkers on branding and authority on creating and managing brand value, Jez Frampton is the Global CEO of Interbrand.

- What the Best Global Brands are doing to successfully drive their brand value
- How digital has impacted the way in which these brands are approaching their business
- Understanding the Role of Brand and Brand Strength
- The need for ongoing investment and management of brands as a business asset



Sherry Turkle

Alone Together: The Impact of Relentless Connection

An expert on mobile technology, social networking and sociable robotics, her research as an MIT Professor puts her at the forefront of understanding the growing impact of technology on human relations.

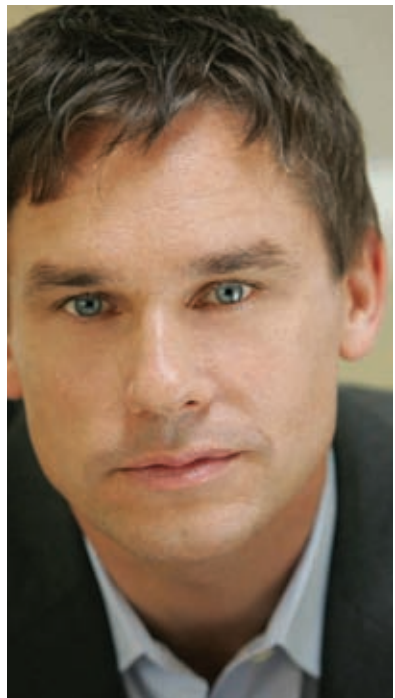
- How our relationship with technology is impacting our relationships with people
- The psychological impact of the networked environment on innovation and productivity
- Developing a “digital diet”: A new organizational approach to the effective use of technology

Marcus Buckingham

Marking the Difference: Talent, Strengths, and Instinct

Author, independent consultant and speaker, Marcus Buckingham maintains that capitalizing on your strengths is the key to finding the most effective route to high performance.

- What differentiates great managers and great teams from the rest
- How to uncover and leverage strengths while managing weaknesses: Unleashing the driving forces of individual and team performance
- Making yourself “Standout”: Achieving the self-awareness and selfunderstanding that leads to professional and personal fulfillment





People and High Performance

Lynda Gratton

The Future of Work

Consistently topping influential business thinkers' lists, she is a Professor at the London Business School and an international authority on creating innovative organizations ready for the future.

- Globalization, society, demography, technology and energy: the five forces that will fundamentally change the way we work
- Creating and supporting the communities, networks and ecosystems which are so crucial for the future
- How to support the development of a talent pool that is "future proofed"

New Strategies for Growth

Jack Welch

A Conversation on Innovation, Productivity and Competitiveness

Former Chairman and CEO of GE, during Welch's 20+ year tenure the company's market capitalization rose from \$13 billion to \$400 billion.

- Priority number 1: Establishing a vision and strategy for getting back to growth
- Inventing the future: The leadership imperative that matters more than ever in tough times
- Rethinking organizational culture: Putting candor, informality and innovation at the center

Ursula Burns

Restive Leadership: Why Impatience IS a Virtue

Chairman and CEO of Xerox, Ursula Burns is named among the world's most powerful women by Forbes magazine. During her tenure, Burns has driven innovation and expanded the company's reach, restructuring Xerox as a leader in business and IT services.

- Leadership requires patience but effective leadership demands a healthy dose of impatience
- Never settling for the status quo is the ultimate change agent (even when no one else thinks change is needed)
- In a world of increasing complexity, impatience becomes a driving force for simplicity

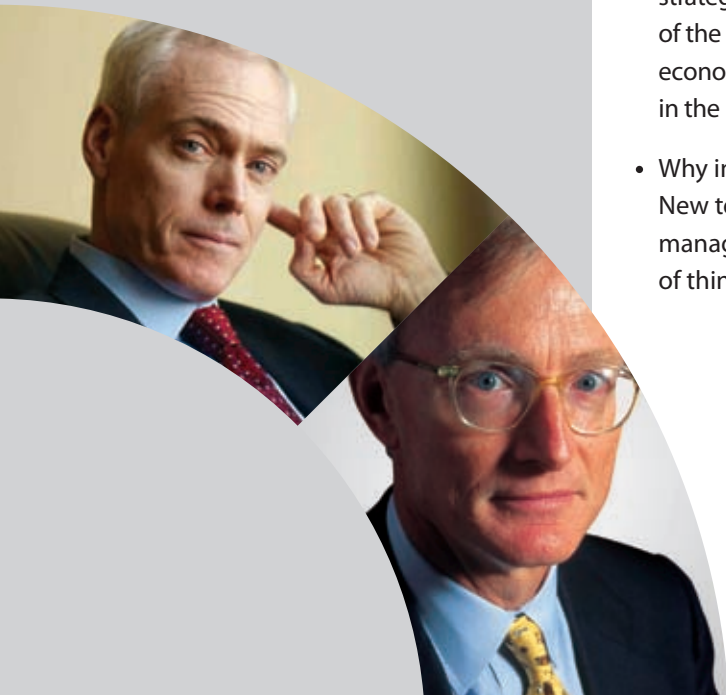


Jim Collins

Great by Choice: Leading in Uncertain Times

Considered by many to be the natural heir to Peter Drucker, Collins has been described by Forbes magazine as one of the most influential management thinkers alive.

- By choice or by fate? Thriving in moments of uncertainty and chaos
- Understanding the core behaviors: Fanatic discipline, empirical creativity, and productive paranoia
- Case studies revealed: The strategies of the landmark companies that have endured



Michael Porter

From Corporate Social Responsibility to Creating Shared Value

One of the world's most influential business thinkers, Porter is recognized as the father of modern strategy, whose extensive work has influenced organizations around the globe.

- Strategy, competitiveness and the notion of shared value: What are the points of convergence?
- The social dimension of strategy: How to take advantage of the synergies between economic and social objectives in the long term
- Why innovation is the key: New technologies, new management and a new way of thinking

Richard Branson

One of today's most successful and unconventional entrepreneurs, Sir Richard Branson is Founder, Chairman and CEO of Virgin Group and the mastermind behind the business' 400+ companies.

Mark Thompson

One of the most successful senior business communication executives and angel investors of our time, Mark C. Thompson is Charles Schwab's former Chief Customer Experience Officer.

A Conversation on Changing the Way We Do Business

- Exploring the boundaries between work and a higher purpose
- Why doing good helps prospects, profits, and your business - and can change the world
- The generational shift that is driving a new entrepreneurial approach to the challenges we face in the world
- Unleashing the power of ordinary people: How technology allows people to control their brands and their destinies

Business on the Front Line



Barbara Corcoran

Fostering an Entrepreneurial Spirit

A self-made business woman, she started The Corcoran Group, one of New York's most successful, multi-million dollar real estate firms, from a \$1,000 loan.

- What it takes to effectively sell a great idea
- The entrepreneur's biggest hurdle: Keys to overcoming "negative self-involvement"
- How to maintain an entrepreneurial culture no matter how big your organization



Mark King

Leading a Culture of Growth

President and CEO of TaylorMade-Adidas Golf, Mark King has been referred to as the Steve Jobs of the golf industry for his capacity to drive innovation.

- Growth as a cultural mindset: Infusing it into the bloodstream of the organization at every level
- Engaging your staff to put substance around your vision and strategy
- Achieving outstanding results: Setting goals and challenging people to drive the "How"



Speaker Lineup

Tuesday, October 2nd

Program runs from 9:00AM - 6:00PM

Jim Collins

Mark King

Coffee Break

Barbara Corcoran

Marcus Buckingham

Lunch

Sherry Turkle

Lynda Gratton

Coffee Break

Robert Gates

Wednesday, October 3rd

Program runs from 9:00AM - 4:30PM

Fareed Zakaria

Don Tapscott

Coffee Break

Jack Welch

Ursula Burns

Lunch

Michael Porter

Jez Frampton

Richard Branson & Mark Thompson

Program subject to change.

Three Ways to Register

888 563 8266 (8:00AM - 6:00PM EST)
marketing@netcomlearning.com
www.netcomlearning.com/wbf

Prices valid from May 8th through June 25th 2012

Individual ticket:	5 or more tickets:	10 or more tickets:
\$1,990	\$1,690 each	\$1,490 each

Prices valid from June 26th through August 13th 2012

Individual ticket:	5 or more tickets:	10 or more tickets:
\$2,090	\$1,790 each	\$1,590 each

Prices valid from August 14th through September 28th 2012

Individual ticket:	5 or more tickets:	10 or more tickets:
\$2,190	\$1,890 each	\$1,690 each

Prices valid from September 29th through October 3rd 2012

Individual ticket:	5 or more tickets:	10 or more tickets:
\$2,500	\$2,100 each	\$1,900 each

NetCom Learning tickets include:

ADMISSION TO
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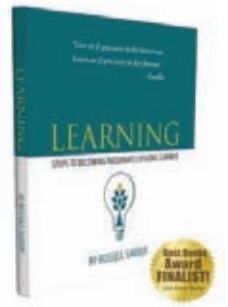


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Learning: Steps to Becoming a Passionate Lifelong Learner,
by Russell Sarder



COCKTAIL RECEPTION

Exclusive Party with NetCom Learning CEO,
Russell Sarder

And a Surprise
Best Book Seller Guest



World Business Forum

October 2-3, 2012 | Radio City Music Hall® | New York City

For registration or more information on the program, please fax this registration form to 646 292 5170, visit our website at www.netcomlearning.com/wbf or call (888) 563-8266

Registration Form

NAME	TITLE	
COMPANY	INDUSTRY	
ADDRESS	CITY	
STATE/PROVINCE	ZIP/POSTAL CODE	COUNTRY
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Pricing

Prices valid from May 8th through June 25th 2012

- | | | |
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Attendees _____ | <input type="checkbox"/> 5 or more tickets:
\$1,690 each
Attendees _____ | <input type="checkbox"/> 10 or more tickets:
\$1,490 each
Attendees _____ |
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Scheduling: We reserve the right to make any changes without prior notice. Detailed Terms and Conditions can be found in the Register section at www.netcomlearning.com/wbf

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About NetCom Learning

NetCom Learning is a premier provider of IT and business-training solutions to companies, individuals, and government agencies. Since its inception in 1998, NetCom Learning has trained over 80 percent of the Fortune 100, serviced over 45,500 business customers, and advanced the skills of more than 71,000 professionals through hands-on, expert-led training, with the organization maintaining an average instructor evaluation score of 8.6 out of 9.

NetCom Learning was recognized by Microsoft Corporation as its World-wide Training Partner of the Year and named twice to Inc. Magazine's list of fastest growing private companies in America. The organization was also recently named to the 2011 IT Training Companies Watch List by TrainingIndustry.com.

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