



breakthrough

A CEO RETREAT

"As much as it is about facts, great leadership is also about concretizing ideas and about having the vision that feeds those ideas, and it's about tending and managing both the facts and the vision simultaneously."

JIM TAYLOR, PH.D.

Presented by
BusinessWeek

and

Jim Taylor, Ph.D.

In Partnership with
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Corporate leadership isn't what it used to be. It's much more.

The technological advances of the past few decades have fundamentally transformed business. To be competitive on a large scale, today's corporation must operate at breakneck speed; it must keep current; and it must be global. As a chief executive, you see every day what these changes mean to you. You must make more decisions of vastly increased complexity and of greater import to your business in less time and, often, with less information.

How do you make consistently responsible, strategic decisions under such demanding — and ever-changing — conditions? How do you keep up with the technologies that underlie today's key corporate issues? What techniques, knowledge, and personal qualities will ensure your success as a leader not just for today, but for tomorrow as well?

Breakthrough: A CEO Retreat is a two-and-a-half-day, invitation-only event that will examine the changing face of leadership through themed discussions between CEOs and renowned technologists, scientists, and creative thinkers. Working in an intensive, intimate environment, each attendee will draw upon his or her experience and expertise to provide insight into this vital issue.

As a participant in this exclusive retreat, you will have the opportunity to discuss and debate your own challenges with Breakthrough's all-star faculty — top authorities on the current trends, theories, and economics transforming business leadership. You will also be a key member of the Breakthrough team that helps to shape the corporate world's thinking on a cutting-edge topic, thereby transforming today's uncertainties into tomorrow's conventional wisdom.

Your presence is respectfully requested.

1



BREAKTHROUGH CONCEPT

The Changing Rules of Leadership, The Evolving Qualities of Leaders

*Leadership Without
Easy Answers*

The qualities that define a great leader are different today than they were a mere decade ago. New technologies and business models require a new breed of chief executive. Corporate observers suggest that certain abilities are now essential:

- The ability to rally a team — and determine what game the team plays
- The ability to incorporate one's customers, partners, and suppliers as members of that team
- The ability to lead comfortably and effectively in the digital spotlight, understanding that the Web makes all actions transparent
- The ability to cultivate a company-wide culture of ethical practices, and to integrate that reputation into the corporate brand

- The ability to create an environment and a reputation that attract exceptional talent
- The ability to appropriately allocate marketing funds between the maintenance of old customers and the development of new ones
- The ability to effectively use multiple channels of communication

Does this list reflect your experiences? Are there other essential qualities you think should be added? Discuss your ideas and observations with other senior executives under the guidance of the nation's top authority on leadership issues.

2



BREAKTHROUGH CONCEPT

Continuous Supply-Chain Funding and Precision Demand Forecasting

*Tools for Managing
in the Digital Business
Environment*

The digital age has changed all the rules when it comes to business practices. Some skills have become obsolete in the new economy; others are more highly valued. Some time-honored strategies flounder, while others thrive. The CEO of today's traditional-economy corporation faces the daunting task of determining which new-economy tools to adopt, initiating and steering the change process, and then maximizing the new procedures once they're in place.

Effective leadership in this arena requires a technique called intersectional management, or recognizing the point at which critical functions intersect and focusing management attention on that intersection.

This technique gives chief executives a practical, real-world method of turning down the digital "static" and making intelligent, strategic decisions.

Intersectional management also helps CEOs to distinguish essential value functions from those that can be outsourced, thereby determining how virtual the business should be. Armed with this knowledge, a chief executive can implement necessary change with a confidence that will energize rather than polarize shareholders, employees, and customers.

Discuss this breakthrough concept with the experts who developed it. Learn how your competitors are using it to their advantage — and find out how it can work for you.

Special Events



The Breakthrough Regatta: *Teamwork Exercise Adventure*

Executives will learn the true meaning of teamwork when they participate in an exciting Regatta race in San Diego Harbor. Conference attendees will be split into teams, which will be coached by a world-class nautical tactician. This activity is not only a thrilling adventure; it is also a tool designed to give attendees insights into their own reactions to teamwork and competition.

The Skipper's Craft: *A Special Address on Teamwork* by Dennis Conner



America's Cup yachting may be compared to a corporation. In both, teams of highly skilled workers subsume their individual interests to the good of a larger entity. Dennis Conner, four-time America's Cup champion, discusses his winning techniques for creating loyalty, commitment, and joyous participation in a group effort where individuals may receive limited credit for their contributions to the achievements of the whole.

Your Invitation

Rancho Bernardo Inn San Diego, California

Enjoy your stay at the exclusive Rancho Bernardo Inn, located just 25 minutes north of downtown San Diego. Family owned and operated for more than two decades, this lovely facility has the unpretentious style and genuine warmth unique to the world's finest resorts. The Inn's intimate layout, tranquil gardens, and inviting public rooms combine with world-class dining and recreation to ensure an unforgettable visit.

To register or for more information, contact Ms. Marsha Green, BusinessWeek, at 212-512-3113 or go to the Breakthrough Website at: <http://conferences.businessweek.com/2001/breakthrough/>



The Rancho Bernardo Inn's complete range of amenities was carefully designed to satisfy every need. Play a round of golf on Rancho Bernardo's championship course; enjoy a dip in the Inn's sparkling pool; or relax in the private comfort of your luxurious, custom-decorated room.