



FORTUNE AND RBL TOP COMPANIES FOR LEADERS STUDY 2007 FINDINGS

and

The Leadership Brand

19 November 2007, Monday | Furama City Centre Hotel | 9.00 am – 12.00 pm
MR ERNESTO USCHER, PRINCIPAL CONSULTANT, THE RBL GROUP, USA
Exclusively for CEOs, Senior Business and HR Leaders



Leadership
Brand

Another book by
Dave Ulrich and
Norm Smallwood

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Top Companies for Leaders Study

2007 Edition

Sponsored by Hewitt Associates, in partnership with The RBL Group, a firm dedicated to helping clients increase quality of leadership and deliver the strategic HR agenda, and FORTUNE magazine, the Global Top Companies for Leaders were selected and ranked by an esteemed panel of judges based on criteria including leadership practices, company reputation, leadership culture and values, and business performance. The 2007 list can be found in the October 1 issue of FORTUNE magazine.

When comparing the Global Top Companies with more than 530 other companies around the world, the study found one overarching characteristic that set them apart from the rest – Global Top Companies make leadership a critical part of the company's organizational fabric. Specifically, the study found that leadership practices at Global Top Companies are an inherent part of the culture, and that developing future leaders is simply a way of operating that must be intertwined with running the business.

CREATE LEADERSHIP THAT MATTERS – To customers, to employees, and to investors

Join us at this event to uncover the six steps required to create leadership brand. RBL's article on Leadership Brand was featured in July's issue of Harvard Business Review.

SEMINAR DETAILS

Date: Monday, 19 November 2007
Time: 9am – 12pm
Venue: Furama City Centre Hotel,
Fourth Floor, Canton II
Function Room
Cost: **Free** (Exclusive by Invitation
Only)

PROGRAMME:

0830 Registration
0900 Introduction
0915 Top Companies for Leaders
2007 Findings
1000 Tea-break
1020 The Leadership Brand
1100 Questions & Answers
1130 Summary
1200 End

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