



2009

***TRANSFORMATIONAL
LEADERSHIP SYMPOSIUM***

*Staying Ahead of the Curve in
Transformational Times*

Friday Evening | NOVEMBER 20

Saturday | NOVEMBER 21

Ravinia Festival, Highland Park, IL

Staying Ahead of the Curve in Transformational Times

Our world is rapidly changing—and, as leaders, we have choices to make. We can choose to stay ahead of the curve and foster transformation, or we can resist the change, fall behind, and risk being overrun. For our organizations to thrive in an ever-challenging climate, transformation is no longer optional—it is imperative. Fortunately, there are technologies and research that we can leverage to help us lead through and beyond this transformation.

Join other dynamic, innovative, and forward-thinking leaders to learn new ways to bring about transformation at all levels of your organization. During this participatory symposium, you will discover both academic research and practical expertise to guide you in navigating the changes ahead at every level, including the macro level of organizations and societies; the micro level of the individual; and the meso level where the individual and the organization interact.

Why attend? You will...

Bring out the best in your organization, community, and world. Whether you are leading a large or small organization, you can be a transformational change agent.

- Learn a powerful model of organizational change that will guide you in the future as well as explain past failures
- Learn how to mobilize all areas of your organization toward its greatest production and evolution
- Meet with the transformational leaders of today and tomorrow
- Discover ways to be ahead of the change curve in today's transforming world
- Leverage one of the most powerful change and transformational models to identify your leadership strengths and weaknesses while learning to become effective with all populations in your organization
- Assess yourself and your organization in relation to its transformational needs (If you wish, you will be able to take assessments by Drs. Beck and Riggio on their change model and leadership style, respectively. You may also elect to have your direct reports do so, too!)

REGISTER TODAY!

Attendance will be limited to approximately 150 participants.

The Program

FRIDAY EVENING, NOVEMBER 20

The symposium kicks off on Friday with an opportunity to meet the speakers and your fellow participants, followed by a dinner where Brad Anderson, former CEO of Best Buy, will discuss strategies, successes, and failures in his organizational transformation journey.

SATURDAY, NOVEMBER 21

The symposium resumes for a full day on Saturday and features speakers and panelists who will lead in-depth discussions on:

- **The CEO leadership challenge:** Brad Anderson will discuss the difference between change management and true transformational leadership in an interview and open discussion forum.
- **Transformational leadership theory—its definition, function, and application:** Dr. Ron Riggio, co-author of *Transformational Leadership* and the foremost living expert on transformational leadership, will help you understand specific effective approaches to tap the hearts and minds of those you lead as they generate highly productive work environments.
- **Change theory and its application in large, dynamic systems and organizations:** Dr. Don Beck has successfully engineered national transitions including South Africa's transformation from apartheid; guided turn arounds in the NFL, the banking industry, and other corporations; and advised policy makers as diverse as Mexico's President Vicente Fox and Tony Blair's Policy Unit in the United Kingdom.
- **Personal transformation theory and its application in leadership development:** Leaders and leadership trainers themselves, Dr. Bob Wright and Dr. Judith Wright will present their cutting-edge research that led to their model of the internal journey of the transformational leader.

Location

The Transformational Leadership Symposium will be held in the beautiful setting of Ravinia Festival, in the northern suburb of Chicago—Highland Park, Illinois. Ravinia Festival is the oldest outdoor music festival in North America and is lauded for presenting world-class performances. Ravinia Festival provides a new, state of the art, dining, conference, and training center. For directions, visit our website www.transformleadership.org.



What is Transformational Leadership?

TRANSFORMATIONAL LEADERSHIP

Transformational leaders have existed throughout history, but only in the last century has there been an analysis to examine, distill, and teach the qualities that distinguish transformational leadership from other models.

The traditional model of leadership in organizations has been transactional leadership, which seeks to achieve an outcome through an exchange of value (exchanging work for money, for example). This more common, current management paradigm—effective in many ways—is insufficient to respond to current global challenges.

Transformational leadership seeks to go further, satisfying and responding to higher missions and purposes within the individual and the organization—tapping the hearts and minds of employees at all levels—and changing the status quo in the process.

Rather than merely accomplishing a goal through an exchange of effort for value, transformational leaders seek—in the process of accomplishing goals—to empower and develop the follower, the leader, and their organization such that they achieve extraordinary outcomes while generating higher levels of satisfaction and commitment.

These leaders participate in their own personal transformation involving a pronounced change in their values and beliefs. This personal transformation has a profound effect on the people around them and, ultimately, their world.

The Keynote Speaker and Session Leader

BRAD ANDERSON

Former CEO and Current Vice Chairman of Best Buy, Inc.

CHANGE MANAGEMENT VS. TRUE TRANSFORMATIONAL LEADERSHIP

Highly respected as a transformational CEO, Brad Anderson, the recipient of the 2009 Transformational Leadership Award, has championed the ongoing development of leaders at all levels within the enterprise, empowering them to germinate the new ideas needed to drive and sustain the company's growth, success, and ultimate transformation.



The Session Leaders

DR. DON BECK

Leading Global Authority on Value Systems and Societal Change

CHANGE THEORY AND ITS APPLICATION IN LARGE, DYNAMIC SYSTEMS AND ORGANIZATIONS

Don Beck is one of the foremost organizational and international change agents worldwide. He is the author of *Spiral Dynamics*, the definitive work on organizational analysis, strategic change, and transformation. Don's consulting projects have ranged from guiding South Africa's transformation from apartheid, to leading revolutionary change in NFL franchises, banking, and other corporate transformations leading to revolutionary change. His current work—the U.N., Tony Blair's Policy Unit, the Palestinian challenge—is critical for the future of our world.

DR. RON RIGGIO

Henry R. Kravis Professor of Leadership and Organizational Psychology, Director of the Kravis Leadership Institute and Author of Transformational Leadership

TRANSFORMATIONAL LEADERSHIP THEORY—ITS DEFINITION, FUNCTION, AND APPLICATION

Dr. Riggio is the author of over 100 books, book chapters, and research articles in the areas of leadership, assessment centers, organizational psychology, and social psychology. Professor Riggio is also an Associate Editor of *The Leadership Quarterly* and on the editorial boards of *Leadership* and *Journal of Nonverbal Behavior*. His books include *Transformational Leadership*, *Multiple Intelligences and Leadership*, and *The Future of Leadership Development*.



DR. BOB WRIGHT

Co-founder of the Wright Foundation for Transformational Leadership

PERSONAL TRANSFORMATION THEORY AND ITS APPLICATION IN LEADERSHIP DEVELOPMENT

Dr. Wright's research in empowering models of leadership helps corporate leaders and entrepreneurs build, grow, and thrive in businesses with purpose, mission, and robust high-performing cultures. In the course of coaching and training hundreds of C-level executives, Bob has developed the *Wright Human Development Model* and authored *Beyond Time Management: Business with Purpose*. He also co-founded a graduate institute offering masters and doctoral degrees for transformational leaders.



DR. JUDITH WRIGHT

Co-founder of the Wright Foundation for Transformational Leadership

PERSONAL TRANSFORMATION THEORY AND ITS APPLICATION IN LEADERSHIP DEVELOPMENT

Dr. Judith Wright, author of *The Soft Addiction Solution* and *The One Decision*, has inspired corporate audiences from coast to coast, including top financial firms, healthcare organizations, and consumer products companies. Judith coaches and trains C-level executives, managers, and entrepreneurs on career productivity and success—teaching them the skills to live meaningful and integrated lives. Discovered because of her ground-breaking research into the core elements of great living, Judith is a media favorite, having appeared on over 70 television shows, including ABC's *20/20*, *Oprah*, the *Today* show, and *Good Morning America*, and on over 450 radio stations nationwide.

TO LEARN MORE ABOUT OUR SPEAKERS,

visit our website –

www.transformleadership.org

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The Wright Foundation for Transformational Leadership

The Wright Foundation is committed to developing and transmitting the principles of transformational leadership with a unique emphasis on personal transformation as the starting point for transforming our businesses, our communities, and our world.

The purpose of the Wright Foundation for Transformational Leadership is to transform the nature of organizations in the world. The Foundation supports the Transformational Leadership Award and the Symposium, as well as supporting individual to become the best transformational leaders and change agents they can be.

ACTIVITIES OF THE WRIGHT FOUNDATION INCLUDE

- Annual Transformational Leadership Award
- Research and program development
- Educational support to leadership students at the Wright Institute for the Realization of Human Potential— offering masters and doctoral degrees in Human Development
- Research grants

FOR MORE INFORMATION (AND TO REGISTER)

Contact Serena Pietruszka
contact@transformleadership.org | 773.595.5200

Wright Foundation for Transformational Leadership
445 E. Ohio, Suite 400 | Chicago, IL 60611
www.transformleadership.org

Friday Evening | November 21
Saturday | November 22, 2009

\$995 at the door

\$895 pre-event registration

\$695 early registration (before October 31st)

\$100 additional discount for colleagues

Online registration is available at
www.transformleadership.org

Limited Enrollment – Sign up now!



WRIGHT FOUNDATION FOR
Transformational Leadership

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contact@transformleadership.org

www.transformleadership.org

Registration

Name _____
(please print)

Title _____

Company _____

Address _____

City, State, Zip _____

Phone _____

E-mail _____

REGISTRATION FEES

At the door: \$995/registrant

Pre-registration: \$895/registrant

Early registration before October 31st: \$695/registrant

\$100 discount for colleagues

Fee includes meals and all conference fees.

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Registration must include payment (check or credit card) before processing.

To register online, go to:

www.transformleadership.org/leadership-symposium.php

HOTEL RESERVATIONS

You are responsible for making your own room reservations. The Wright Foundation for Transformational Leadership is securing a block of rooms at hotels near the Symposium venue. Call or e-mail Serena Pietruszka at 773.595.5200 or contact@transformleadership.org for details.