

THE MANAGEMENT FORUM SERIES

Executive Forum is pleased to introduce the 24th Management Forum Series. For nearly a quarter-century, we have brought the nation's leading speakers to the Northwest to present powerful perspectives on the most critical issues facing organizations in our area. Working in concert with our supporting organizations, we specifically select the best programs for our region. This results in a highly targeted lineup of outstanding speakers whose presentations are aimed at the creation of real-world plans for developing viable, sustainable enterprises in the Northwest.

Our 2003-2004 Series addresses the concerns of every organization, large or small, for developing effective business practices, achieving solid growth and building stable enterprises for continued success. Some of this year's speakers will focus on the changed nature of the workforce and its viability for the long haul, while others address strategic solutions to key management issues. In every case, this year's programs are designed to promote innovative, lasting solutions that will yield a more successful future for every organization.

With our best regards,

The Executive Forum Team

MAKE THE MOST OF YOUR TRAINING INVESTMENT

Take advantage of the multiple benefits available to Management Forum Series Season Ticket holders. Receive a 15% discount on programs specifically geared to our region, participate in planning sessions for upcoming seasons, and qualify to attend our special *Luncheon Round Tables* following each Forum Series presentation. Contact Executive Forum for details at 503/475-6503.



SYDNEY FINKELSTEIN

Why Smart Executives Fail

SEPTEMBER 24, 2003
DOUBLETREE COLUMBIA RIVER HOTEL

Why do good companies keep getting into big trouble? Usually, it seems their top management made some incredibly stupid mistakes. But the people responsible are almost always highly intelligent and have terrific track records. So what's really going on? Join Professor Sydney Finkelstein in this enlightening look at why companies and key executives fail, and how we can learn from their mistakes. Using the results of his landmark 6-year study on business breakdowns, he uncovers the specific, identifiable ways in which companies like Motorola, Rubbermaid, Mattel, Webvan and Enron regularly make themselves vulnerable to failure. Don't miss this truly indispensable presentation that explains the mechanics of executive breakdowns, how to spot them before they escalate, and what lessons can be learned from corporate mistakes.

Sydney Finkelstein is the Steven Roth Professor of Management at the Tuck School at Dartmouth College. He is the author of the best seller, *Why Smart Executives Fail*. On *Fortune* magazine's list of Best Business Books for Summer 2003, it has been called "...a landmark, certain to become a classic for illuminating the darkness about leadership failures."



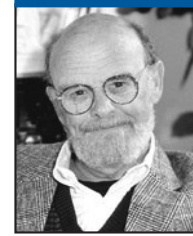
STEVE DROTTER

The Leadership Pipeline

OCTOBER 22, 2003
WITTENBERG INN, SALEM

One of management's biggest challenges is finding new leaders, and one of the first questions that arises is whether to bring in an expensive new "star" or take advantage of in-house talent already familiar with the organization. Join Steve Drotter as he shows how to build a highly-qualified in-house pool of effective leaders using the "Leadership Pipeline." You'll learn how to identify the clogs in your pipeline and how to constantly groom the best people at every level to move up to the next rung of leadership. By recognizing the transition phases at each level of management, and encouraging the new skills and values required at each level, you can build successive generations of leaders who are ready and able to handle any organizational challenge.

Steve Drotter is Chief Executive of Drotter Human Resources, Inc., which specializes in executive succession, organization design and leadership development. He has completed over 16 CEO succession plans, 12 major corporate organization structure redesigns, and was one of the original designers and implementers of GE's world-famous succession planning process. He is co-author of *The Leadership Pipeline* and *The Succession Planning Handbook for the Chief Executive*.



BARRY OSHRY

In The Middle

NOVEMBER 19, 2003
DOUBLETREE LLOYD CENTER HOTEL

All of us know what it's like to be in the middle — whether as a parent torn between child and spouse, or as an executive caught between two department heads, or as a CEO answering to a Board of Directors. When you're in the middle, you're pushed and pulled in numerous directions, and often not able to satisfy anyone. To survive, organizations need executives and managers who can competently and effectively deal with being in the middle. Based on Barry Oshry's influential studies of "middle-ness" in organizational life, this presentation examines the all-too-familiar process whereby those in the middle become torn, weak, and ineffective. The program then offers a new look at concrete strategies for unleashing the full value of being in the middle, wherever that middle happens to be.

Barry Oshry, Ph.D., is President of Power & Systems, Inc. A pioneer in systems thinking, he has served on the faculties of Boston College and Boston University where he was Chairman of the Department of Organization Studies. He is the author of *In The Middle*, *Seeing Systems: Unlocking The Mysteries Of Organizational Life* and *Leading Systems: Lessons From The Power Lab*.



ALAN BRACHE

How Organizations Work

FEBRUARY 18, 2004
DOUBLETREE COLUMBIA RIVER HOTEL

Whether you run an organization or work for one, chances are you've faced the relentless challenge of improving performance. Too often, hard-won improvements tend to be short-lived, because they haven't zeroed in on the root causes of the issues or the factors necessary for successful, permanent resolution. Using his new "Enterprise Model" that takes into account all the variables that influence performance, Alan Brache provides a 360° picture of organizational dynamics and how they can be harnessed to effect permanent improvements in performance. Learn how to check your organization's "vital signs," diagnose problem areas, and take specific steps to promote lasting change.

Alan P. Brache is a partner in Kepner-Tregoe, an international consulting and skill development firm specializing in strategic and operational improvement. He is co-author of the best selling *How Organizations Work* and *Improving Performance: How to Manage the White Space on the Organization Chart*, the book that launched the process improvement revolution and introduced the first set of tools for comprehensively managing an organization as an integrated system.



LYNNE LANCASTER

When Generations Collide

MARCH 17, 2004
DOUBLETREE COLUMBIA RIVER HOTEL

How do you manage, motivate, recruit, and retain four different generations at once? And what happens when those generations collide in the workplace? Lynne Lancaster addresses the issues surrounding generational differences and examines how traditional roles have changed as more people enter, and stay, in the workplace. Whether you're a seasoned veteran managing younger workers, or a skilled GenXer managing upward, Lynne Lancaster's practical insights will help you understand what the generations are and how they differ. You'll find out how to identify *Clash-Points™* in your workplace, and how to manage more effectively by learning how to connect with each generation.

Lynne Lancaster is co-founder of BridgeWorks, a company dedicated to solving generational and communication issues in the workplace. Her work with CEO author Harvey Mackay resulted in five *New York Times* best sellers. With her business partner, David Stillman, she is co-author of *When Generations Collide: Who They Are. Why They Clash. How To Solve The Generational Puzzle at Work*.



NICK KITCHIN

Guiding Corporate Culture

APRIL 14, 2004
DOUBLETREE COLUMBIA RIVER HOTEL

Whether you work for a large, medium or small enterprise, if you want to make your organization more profitable and a better place to work, here is your opportunity. No matter what industry you're in or how many employees you have in your organization, this program will show you how to benchmark your current culture against the best, how to lead your culture change, and how to inspire leaders throughout your organization. Learn the steps you can take to create a stronger, more sustainable culture in which your employees are happy, fulfilled, motivated, and much more productive. You can look forward to increased productivity and profitability, plus higher levels of both employee and customer satisfaction, when your employees participate in driving your business forward and want to share in its success.

Nick Kitchin is a popular speaker and author of *Leading Your People To Success*. He developed his powerful model for effecting lasting culture change as a result of his research with companies such as Mortgage Express, British Airways, Simon Jersey, and IBM Greenock, combined with his own culture change experience at Shell Chemicals and Carpenter.

MANAGEMENT FORUM SERIES

2003 2004

LEADERSHIP •
SUCCESSION PLANNING •
EMPOWERMENT •
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GENERATIONAL DIVERSITY •
CULTURAL CHANGE •

24TH

ANNUAL

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Ikon Office Solutions	Tektronix
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Merix Corporation	Weyerhaeuser
Metro	Xerox
Multnomah County	

EXECUTIVE FORUM

REGIONAL FOCUS, NATIONAL REACH

Our Vision

At Executive Forum, we believe the foundation of successful, sustainable organizations and vibrant communities is effective leadership, encouraged at every level and developed through programs that combine regional concerns with the latest thinking from the nation's most powerful thought-leaders. Every one of our leadership development programs is directed toward achieving this vision.

Our Mission

Executive Forum promotes the on-going development of informed, resilient leaders and managers by equipping them with the skills needed to enhance their performance and maximize results in today's challenging business environment. Every year, our Management Forum Series brings world-class speakers, thought-leaders and consultants to the Portland Metro area to address organizational and strategic issues in cost-effective, flexible formats that help every organization in the community develop their leadership potential.



Executive Forum
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FAX: 503/252-7814
Portland, OR 97213-0758
www.executiveforum.com

TUITION AND REGISTRATION

**THE IMPACT OF LEARNING IS GREATER WHEN
INDIVIDUALS ATTEND WITH THEIR TEAMS**

Season Tickets include one ticket to each of the six presentations, are fully transferable and are offered at a discounted price, so you can support team participation and maximize the benefits for your organization.

SAVE 15% WITH SEASON TICKET PRICING!

<i>Number of Participants</i>	<i>Price</i>
20 or more	\$ 964 each
5 to 19	\$1,040 each
1 to 4	\$1,117 each

Block Tickets are also available at a discount over the single ticket price, so that multiple attendees can take advantage of specific presentations.

Block Ticket and Single Ticket Pricing

<i>Number of Participants</i>	<i>Price</i>
20 or more	\$189 each
5 to 19	\$204 each
1 to 4	\$219 each

All sessions are one-half day, starting at 8:30AM and ending at 12:00 Noon.

Season Ticket holders may also register for a **Luncheon Round Table** discussion immediately following each presentation, where they will be able to ask more specific questions of the presenter over lunch and build a network with other attendees. Seating for the Luncheon Round Table is limited to 30 participants. Call for luncheon pricing and further details.

Luncheon Round Table

12:15 - 1:30 PM at presentation location

presented by

EXECUTIVE FORUM

REGISTER TODAY

2003-2004 MANAGEMENT FORUM SERIES

TEL: 503/475-6503

FAX: 503/252-7814

Online at: www.executiveforum.com

CANCELLATION POLICY: Cancellations more than thirty (30) days prior to session date are accepted subject to a \$25 cancellation fee. Cancellations less than thirty (30) days prior to the session will not be refunded. Substitutions may be made at any time.

LOCATIONS & TIME

DoubleTree Columbia River Hotel
1401 N. Hayden Island Dr.
Portland, OR 97217

Wittenberg Inn
5188 Wittenberg Lane North
Salem, OR 97303

DoubleTree Lloyd Center Hotel
1000 NE Multnomah
Portland, OR 97232

Presentation times are from 8:30 AM to 12:00PM.

To Register

TEL: 503/475-6503

FAX: 503/252-7814

Online at: www.executiveforum.com