

**THE 23<sup>RD</sup> ANNUAL  
MANAGEMENT FORUM SERIES**

Executive Forum is pleased to introduce our latest Management Forum Series. Throughout our history, we have been committed to helping Northwest organizations build stronger operations through effective leadership development. Every year we bring outstanding speakers and authors to the area to present powerful perspectives on today's most important organizational issues. We encourage every organization to take advantage of this well respected series to enhance their performance with quality programs aimed at the creation of real-world plans for developing viable, sustainable enterprises.

We're proud of the reputation Executive Forum has gained over the years – and even more proud of the exciting and informative line-up of presentations we've assembled for this, our 23<sup>rd</sup> year. As part of our commitment to enhancing strategic business development, we are working in association with the Oregon Partnership for Excellence to help every organization, large or small, develop successful business practices that will contribute to solid growth and continuing success.

This year, we've combined key strategic issues into an unparalleled line-up of nationally recognized speakers who will focus on *Communication, Ethics, Change, Leadership, Team Building, and Diversity*. We hope our Management Forum Series will encourage your organization to develop the strengths and resources necessary for building a more successful future.

With our best regards,  
The Executive Forum Team

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Leadership Development

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**TUITION AND REGISTRATION**

The impact of learning is greater when individuals attend with their teams. Take advantage of our Block Pricing discounts to support team participation. Members of Oregon Partnership for Excellence receive an additional 15% discount per attendee ticket.

Save on tuition with Block Ticket Pricing and Full Series Packages:

Number of Participants	Half-day Sessions	Full Day Sessions	Full Series Package
20 or more	\$169/ticket	\$315/ticket	\$1299/series
5 to 19	\$184/ticket	\$345/ticket	\$1425/series
2 to 4	\$199/ticket	\$375/ticket	\$1540/series
<b>Single Ticket Pricing:</b>	\$220/ticket	\$415/ticket	\$1540/series

Register Today!  
TEL: 503/475-6503  
FAX: 503/252-7814  
Online at: [www.executiveforum.com](http://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.

**JOIN THESE PAST SERIES PARTICIPANTS**

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*Executive Forum presents  
Strategic Perspectives for  
Leading Northwest Organizations*

**MANAGEMENT  
FORUM SERIES**

2002 2003 SEASON



Leadership Development

Communication

Ethics

Change

Leadership

Team Building

Diversity



**Ron McMillan**

September 19, 2002  
DoubleTree Lloyd Center Hotel  
Multnomah Room

**Crucial Conversations: Tools for Talking When Stakes are High**

The most influential individuals and most effective leaders are those who have mastered the communication tools needed for crucial conversations – those

exchanges characterized by high stakes, opposing opinions and strong emotions. Join Ron McMillan to learn how to turn crucial conversations into experiences that build successful relationships. Find out what the world's best leaders and performers know about getting results – knowing what to say, when to say it, and how to deliver the words in a way that actually gets heard without creating defensiveness.

For over 20 years Ron has been a trainer and consultant in team development, corporate culture, and quality improvement. Released in July 2002, Ron's latest book, *Crucial Conversations: Tools For Talking When Stakes Are High*, made *The New York Times* bestseller list in the same month.

**Michael Josephson**

October 15, 2002  
DoubleTree Columbia River Hotel  
Riverview Ballroom

**Business Ethics – The Road to Excellence**

Founder and President of the Josephson Institute of Ethics, Michael Josephson presents a timely discussion of the importance of character development in producing strong, accountable corporate leaders. Michael examines the causes of fraud and deceit and the important role company policies can play in encouraging more ethical behavior. Join Michael as he presents the steps needed to prepare executives, managers and human resource personnel to lead their organizations to higher ground.

Public demands for greater levels of corporate and executive accountability have made Michael a popular spokesperson in the national media. He is a frequent guest on network television and has been profiled in major news media, including *Time*, *The Wall Street Journal*, and *USA Today*. He is the author of *You Don't Have To Be Sick To Get Better!* and co-author of *Parenting To Build Character In Your Teen*.



**Robert Kriegel, Ph.D.**

November 12, 2002  
DoubleTree Jantzen Beach Hotel  
Salon

**Riding the Wave of Change: Leading Change-Ready® People and Organizations**

Dr. Robert Kriegel presents bold, innovative strategies and practical guidelines for staying ahead of the

changes, challenges and competition in today's dynamic marketplace. Entertaining and informative, Dr. Kriegel's approach to developing and leading Change-Ready® people and organizations outlines specific steps for breaking old boundaries and learning how to redefine roles that anticipate and plan for change. You will learn how to round up the sacred cows that cost your organization money and prevent you from responding quickly, creatively and effectively to new opportunities.

Dr. Kriegel is the author of *Sacred Cows Make The Best Burgers, If it ain't broke... BREAK IT!* and *How To Succeed In Business Without Working So Damn Hard*. *U.S. News and World Report* named him one of the country's leading authorities on change and human performance.

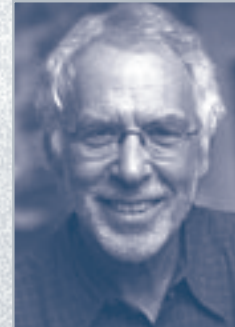
**Peter Block**

February 11, 2003 - Full Day Program  
Lunch provided  
DoubleTree Jantzen Beach Hotel  
Salon

**Leading Through Invitation and Consent**

Award-winning consultant Peter Block's focus on empowering people within organizations has yielded consistent success in improving performance, expanding accountability and maximizing individual potential. Based upon his observations that "...change comes from small, cranky groups, stuck in the middle," he introduces a fresh perspective on change, emphasizing the importance of consent, invitation, and engagement in creating a more vital corporate culture. You will learn how to use individual events as proving grounds for larger implementations, and what four powerful questions must be asked when resolving critical business issues.

Peter is the author of several books, including *The Empowered Manager: Positive Political Skills At Work*, *The Answer To How Is Yes: Acting On What Matters*, and *Freedom And Accountability At Work: Applying Philosophic Insight To The Real World*.



**Jim Pratt**

March 12, 2003 - Full Day Program  
Lunch provided  
DoubleTree Columbia River Hotel  
Riverview Ballroom

**Success is Building a Winning Team**

Jim Pratt is a leading spokesperson for using the team building process as a primary stepping-stone to successful leadership. Join Jim as he presents an

in-depth look at the essential qualities of leadership, the twelve best practices for building winning teams, and the tools needed to resolve critical issues and create successful business relationships.

With over 15 years of experience in developing and leading teams for companies around the world, Jim has developed an insightful, practical set of team building concepts that can be used by any organization to improve performance and create high achieving teams. He is a frequent speaker for Young President's Organization (YPO) chapters, The Executive Committee (TEC) groups, and YPO Universities worldwide.

**Edward E. Hubbard, Ph.D.**

April 16, 2003  
DoubleTree Columbia River Hotel  
Riverview Ballroom

**Measuring the Value and Impact of Workforce Diversity**

Drawing on studies of today's most effective diversity development programs, Dr. Hubbard demonstrates how measurements and performance-based incentives can be used to encourage and build a diverse workforce. Join this thought-provoking presentation to find out about the most effective elements of successful diversity programs, and how variations in design and implementation can impact the results of both productive and disappointing diversity policies.

This session offers tools and techniques drawn from Dr. Hubbard's books, *Measuring Diversity Results: How to Calculate Diversity Return on Investment (DROI)*, and *Diversity Strategic Planning: Building a Measurable Framework for Diversity Performance*, that help to determine whether diversity programs are well-constructed and effective, or if they are merely administrative double-talk. President and CEO of Hubbard & Hubbard, Inc., he specializes in workforce diversity, organizational analysis and instructional design.

