

Paris 2018

May 16: The Changing Rules of Strategy: New Mindsets for a New World

In this session, Professor Hewitt will present a practical model of "disruptive foresight". This will enable participants to do five key things: (1) spot and decipher early signals of competitive disruption in their industry; (2) analyse the forces driving disruption and their likely consequences; (3) consider realistic strategic options to benefit from disruption; (4) ensure the organization acquires the capabilities to handle game-changing challenges; (5) drive a deep mind set shift throughout the organization, well beyond the legacy of traditional change management models.

Professor Gordon Hewitt is widely acknowledged as one of the world's leading authorities on the challenge of competing and creating value in dynamic, complex markets. He has been involved in major strategy and top leadership development programs for corporations such as Pfizer, Sony, Honeywell, Time Warner and IBM. In addition, he has chaired meetings of European and American CEOs and Board Chairmen to discuss the future of corporate strategy and governance.

Jul 10: Critical Thinking: A Key Element Necessary to Reach the Best Decisions

High quality decisions have always been essential for strong business performance. Yet with the increasing speed, complexity and data availability in today's competitive environment, superior decision skills are more important than ever. This workshop will help you improve your decision-making skills by offering behavioral insights into how people actually think and make decisions. It then teaches the advanced critical thinking skills and creative strategies needed to manage unfamiliar, highly complex problems or decisions that involve significant uncertainty.

Dr. John Austin is an award-winning teacher and facilitator with experience working with executives and practicing managers on six continents. He also teaches executives at The Wharton School's Aresty Institute of Executive Education, Georgetown University, and Duke Corporate Education. His work has been mentioned in a number of media outlets including CNN, The Wall Street Journal and Barron's. He is the author of *Unquestioned Brilliance: Navigating a Fundamental Leadership Trap*.

Aug 29: Persuasion: How to Sell Ice to Eskimos

Participants will gain insight into how different persuasive styles work and which ones work best for them. The persuasion techniques to be discussed were extracted by Pacelle van Goethem and her team, among others, by extensively studying the most successful influencers in speeches, meetings and conversations. Some of the techniques will be presented as ultra-short exercises so that participants can quickly and easily try them out. In the end you will better understand how persuasion works, what persuasive style you have, and how quickly you can learn various persuasion techniques.

Pacelle van Goethem, president and founder of Pacelle van Goethem Persuasion, is recognized as the leading Dutch expert in the field of Persuasion, Influence and Voice. Her bestselling book on the psychology of persuasion, *IJs verkopen aan Eskimos*, is considered to be the Dutch standard work on persuasion. She is working on a new book on influence. Pacelle lectures in Holland and throughout Europe and is regularly asked to appear as an expert on persuasion on national radio and television, and in many other on- and offline media.

Sep 12: Becoming the Leader that Others Want to Follow: Essential Skills for Building Engagement, Teamwork, and Results

Leaders are challenged to not only recruit and select top talent but also to retain their best in an environment of uncertainty and change. As 'A players' search for the best companies - and continually hone their resumes - a key strategy to retain them is to fully engage them. This session will share the state of engagement in today's workplaces including how each generation views work and their place in it. Strategies and techniques will include enhancing your leadership acumen, building effective and trusting teams, engaging all generations of employees by understanding their needs and maintaining your personal resilience to be the very best leader that you can be.

Dr. Jan Ferri-Reed is a seasoned consultant and President of KEYGroup, a 28-year Pittsburgh-based speaking, education and assessment firm. She has presented a variety of programs to thousands of managers and employees in a diverse range of organizations across the globe. She provides guidance, wisdom and wit to leaders who want to create productive and profitable workplaces.

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