



Advancing Leadership and Ethics through Research and Education

***Communicate or Die:
Getting Results through Speaking and Listening***

Tuesday, April 3, 2007

10:30am-1:00pm

The Fuqua School of Business- Classroom A

Workshop Instructor – Dr. Thomas Zweifel

Seating is limited. Interested participants should contact Navin Subramanian at navin.s@fuqua.duke.edu.

About the workshop:

Often leaders have a great vision, but cannot communicate it effectively, inspire their people, or turn their vision into results. Just as often, an organizations staff has insight and information that never makes its way to the top. The difference between a good company and a great one may lie in their ability to communicate. Through fascinating stories and interactive processes, Dr. Zweifel will give participants access to tools for cutting out wasteful communication and learning how to listen effectively perhaps the smartest investment in productivity. Avoid the Four Deadly Sins of Speaking, and climb the Matterhorn of Masterful Listening.

Dr. Zweifel will show how you can:

- Turn breakdowns into breakthroughs.
- Unleash people power for high performance.
- Get results as a top communicator through effective speaking and listening.
- Provide a structured approach to strategy in seven steps.
- Manage across cultures and avoid costly clashes.

About Thomas Zweifel:

Thomas D. Zweifel believes that soft skills (leadership, coaching, communication, cross-cultural management) are the key to hard results. His stories and tools give people access to being global leaders in the 21st century. Dr. Zweifel inspires audiences with a unique blend of leadership theory, international affairs, management performance and executive coaching an interdisciplinary approach sorely missing in this era of specialists who don't connect the dots. With over twenty years of experience, Dr. Zweifel developed leadership tools and methodologies for Fortune 500 companies and SME's, governments and international organizations, nonprofits and the military. Dr. Zweifel's clients include Aventis, Banana Republic, Citibank, Credit Suisse, Goldman Sachs, GE Capital, Novartis, UBS, the UN Development Program, the US Military Academy at West Point, and the US State Department. Thomas D. Zweifel holds a master's degree in International Affairs from Columbia University and a Ph.D. in International Political Economy from New York University. He is a member of the International Coach Federation and the Association of Professional Communication Consultants. In 1996 he realized his dream of breaking three hours in the New York City Marathon, and in 1997 was recognized as the fastest CEO in the New York City Marathon by the Wall Street Journal.