



Advancing Leadership and Ethics through Research and Education

The Tipping Point Simulation™: Leadership in Change

Saturday, January 29, 2005

8:00am-12pm

The Fuqua School of Business- Old Faculty Lounge

The Coach K/Fuqua Center of Leadership and Ethics (COLE) and Strategic Development, Inc.

DESCRIPTION

The Tipping Point Simulation™ is a nationally successful half-day leadership development simulation showing managers how to set up changes that last. In small teams, participants compete on a case study to see who can create the longest lasting change - on time and on budget. The simulation concludes with discussion of best practices for creating, sustaining and managing change, after which participants apply learning to their own projects. Designed exclusively for mid to upper level leaders with budget and headcount authority.

OBJECTIVE

Learn a clear, real-time lesson in management and best practices for creating, sustaining and managing change. Return to Fuqua and take advantage of this opportunity to meet, network and connect with students and alumni.

WHAT YOU WILL LEARN

- How to manage "positive infection" - the acceptance and implementation of major change in employee populations
- How to take an initiative and make it last, deal with resistance, and create advocacy
- Seven proven strategies and in what combinations to use them to affect action, sustainability, and cost reduction
- How organizations can get "buy-in" long enough to matter
- "Great workshop! If companies can only convince their senior management -- the ones who need it most -- to attend, corporate America will have a chance of regaining its rightful place at the top of the industrialized world."

HOW PARTICIPANTS BENEFIT

- The simulation is so close to participants' real life experience that it demonstrates valuable real-time lessons in management
- Participants learn the reasons why groups cycle through "Flavor of the Month" so frequently
- Everyone comes away with specific ideas to improve how their organization starts and sustains change
- The friendly competition built into the **Tipping Point Simulation™** between teams increases enjoyment, interaction, and participant involvement
- Participants think beyond the superficial about how the variables can be made real in their own work environment
- Each participant receives the **Tipping Point Simulation™** Workbook and a copy of the new book ***Creating Contagious Change***.

AGENDA

- Welcome and Overview
- Demonstration: specifics of the simulation, including sample runs
- Small teams to discuss and devise a simulated organizational change strategy
- Run each team's strategy on the simulation
- Small team discussion on specific application to their organizational change efforts
- Report out on applications to current change initiatives
- Summary and Evaluation

FEE

Workshop Registration fee - \$100.00

INSTRUCTOR

George Smart is a nationally recognized strategic consultant for team and executive development who speaks to over 50 groups a year nationwide. As Managing Partner of Strategic Development, Inc., a Research Triangle Park firm, he has 22 years experience in nearly 400 organizations such as Boeing, Microsoft, Harvard Business School, and Duke University. George is also adjunct faculty at the University of North Carolina at Charlotte, teaching business coaching and organization development consultation throughout North Carolina. With an MBA from the Fuqua School of Business at Duke University, George has received additional professional training from the Center for Creative Leadership, the NTL Institute, Albert Einstein School of Medicine, and the N. C. State University Training and Development program. He was a Chapter President and charter National Advisor for Chapters for the American Society for Training and Development, the world's largest training association.

DIRECTIONS

For driving directions to the Fuqua School of Business, please visit the Fuqua website - <http://www.fuqua.duke.edu/about/campus/directions.html>.

For directions to the Old Faculty Lounge, click on the Fuqua campus map link below: <http://www.fuqua.duke.edu/about/campus/map/FuquaMap.pdf>

REGISTRATION

Seating is limited to 20-60 participants

Register online at www.leadershipandethics.org to attend.

For more information please contact Tejumade Ajasa at tejumade.ajasa@duke.edu or 919 660 7992.