



“What makes a Great Leader?”

THE LEADERSHIP CODE

FIVE RULES TO LEAD BY

The course is based upon the best-selling book **“The Leadership Code”** that has almost reached the 50,000-book mark and was co-authored by **Kate Sweetman**, the course facilitator.

Karachi:

February 22, 2016

Lahore:

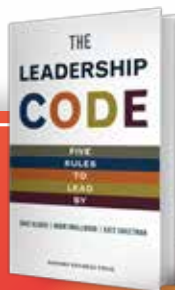
February 24, 2016

Exclusive Offer

Participants will receive an autographed copy of the book

The Leadership Code

Authored by: **Dave Ulrich, Norm Smallwood & Kate Sweetman**



For Details:

Karachi: 021-34551198, 34547141, 34536306 (12), Lahore: 0315 - 8220416-18

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Kate Sweetman

- Co Author of the global best seller **“The Leadership Code”** along with **Dave Ulrich** and **Norm Smallwood**
- MBA from **Harvard Business School** & Former Editor of Harvard Business Review
- Named by **“London Times”** as one of the World's Top Emerging Management Gurus
- Visiting Lecturer & Student-Coach at **MIT's** Legatum Centre for Entrepreneurship
- Published work in **HBR, Forbes, Sloan Management**, The Asia Pacific Economic Times, The Boston Globe
- Completed the first- ever comprehensive Report titled **“The Asian Leadership Index”**
- 20 years experience of developing strategic leadership programs
- Worked across Americas, Middle East and Asia

Course Overview

This course finally answers the question, **“What makes a leader great?”** This is a question that has been researched by many, many business thinkers. There are literally tens of thousands of leadership studies, theories, and frameworks throughout the world. But where are the simple answers to what makes a leader great regardless of geography, market or industry?

This powerful course presents the “code of leadership”. This is the code that has been in place for all of history and will be applicable to the future as well.

SweetmanCargun course design principles which deliver a high impact session for participants are:

- Combine experiential and intellectual learning.
- Help participants reflect on the current reality of their leadership effectiveness and give them a chance to put in place a powerful game plan back in the workplace.
- Fast-paced, varied, and fun.
- Engage all the senses through varied assignments, media, wall posters, and breakout assignments.
- Focused on teaching principles in ways that stick and are metaphorical.

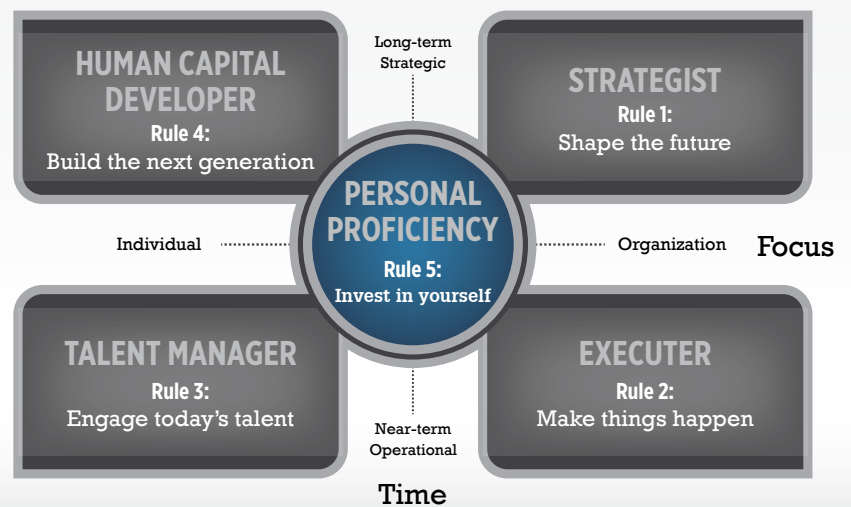
The key course objectives and learning’s are as follows:

- A clear identification of gaps participants have in comparison to the Leadership-Code and a game plan put in place to close the gaps when they get back to work.
- An ability to work with a peer coach throughout the session to challenge, reflect, learn, and grow.
- An ability to be interactive with the workshop facilitator to make it a true learning experience.

During the course, participants will engage in fast paced and varied learning activities that challenge them to apply what they learn. They will create their own Leadership Code game plan, and work with peer coaches.

Potential participants who desire to be powerful leaders at the individual, team, organizational, or societal levels should attend. Having a leadership title or a managerial position is not required.

Leadership Code: Five Rules The DNA of Effective Leaders



Who Should Attend:

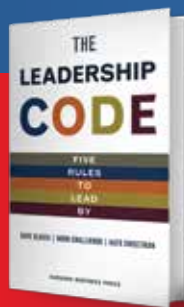
Leaders of all types:

- Business Owners
- Managing Directors
- C-Level Executives
- Vice Presidents
- General Managers
- Senior Managers
- Emerging Business Leaders
- Human Resource Directors and Managers
- Organizational Development Directors and Managers
- Business School Faculty

Having a leadership title or a managerial position is not necessary.

“They have described ‘practical ideas, insights and activities designed to grow great leaders at all levels in the organization’”

Book reviewed by: –Financial Times



Who is learning with Kate



Bristol-Myers Squibb



SANDOZ

Johnson & Johnson



EMC²

PermataBank



verizon



NOVARTIS



Kate Sweetman

Kate was named by the **London Times** as one of the world's **Top Emerging Management Gurus** for her career work in the management consulting and training space. She specializes in leadership, culture, high performing teams, facilitation, research, learning design, blogging, and publishing.

While Kate has advised, trained, coached, and consulted with leaders and organizations in 26 different countries over the past 20 years, she most recently returned to the United States after a three-year residence as Chief, Research and Leadership for Central Bank Negara in Kuala Lumpur, Malaysia. She and her team completed the first-ever comprehensive study of Asian leadership ever undertaken, with findings and results based upon the 18 core Asian countries separately and as a whole. The report is the **Asian Leadership Index**.

While Kate was an editor at **Harvard Business Review**, she worked closely with renowned thought leaders like **Jim Collins** and helped them articulate their groundbreaking theories and models into material that could lead to publication. She is the co-author of the global bestseller **The Leadership Code**, along with **Dave Ulrich** and **Norm Smallwood**, which has been translated into 14 languages and has sold almost 50,000 copies. Kate has written over fifty business cases for clients.

Kate is a visiting lecturer and student-coach at **MIT's Legatum Center for Entrepreneurship**. She has authored and published more than 30 articles on leadership-management in respected journals, magazines, and newspapers worldwide, such as **Forbes**, **Sloan Management**, the **Boston Globe**, and the **Asian Economic Times**. She has blogged for **Fast Company** and **Harvard Business Review**. She is a Lead Program Orchestrator for **Duke University Corporate Education**, the number one corporate education provider in the world. Kate is also a keynote speaker for **Celebrity Speakers Association** out of the U.K.

Kate is a Founding Principal at **SweetmanCragun**, a global management consulting and training firm. The firm is focused on creating exceptional Leadership for a World in Motion.

SweetmanCragun offers timely, cutting-edge, and global advice on the four most critical strategies and intangibles of the 21st century: Leader-Acceleration, Shared Energy, Vibrant Innovation, and Change Mastery.



UPCOMING...



Tom Abbott is an author and speaker on Sales Optimization. He has delivered hundreds of motivational sales keynotes, kickoffs, presentations and workshops in over 10 countries throughout Asia-Pacific and is a pioneer of evolving the sales processes of organizations worldwide.

An inspiration to sales professionals and sales leaders the world over, he attributes the novelty of his approach to a natural curiosity that drives him to push the limits in thought, learning and action.



Raj Kumar is the Vice President of Global Consulting at UCSI Blue Ocean Strategy Regional Centre.

An excellent communicator with a gifted mind, **Raj is a certified Consultant and Practitioner from the Blue Ocean Strategy-Initiative Centre of Professors Kim and Mauborgne, co-creators of Blue Ocean Strategy.**

Raj Kumar carries a sea of experience and his expertise range from setting up of business operations to strategic management and top level decision making. Raj has also conducted programs on BOS across North America, Middle East, Africa and Asia Pacific interacting with participants from over 25 countries.

A Blue Ocean Strategy Regional Centre Certified Program



Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. Brian Tracy is one of Americas leading authorities on the enhancement of personal effectiveness, the development of human potential, and the art of salesmanship. Brian Tracy has consulted for more than 1,000 companies and addressed more than 5,000,000 people throughout 40+ countries worldwide.

He is the top selling author of over 70 books that have been translated into a dozen of languages.

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Karachi : February 22, 2016
Lahore : February 24, 2016

Program Investment

PKR 49,500/- per participant

SST/PST will be charged, where applicable

Special Group Packages

Special Packages available for Bulk Registrations. Contact us for more information.

Fee includes: Branded Courseware, Book, Certificate, Lunch and Refreshments.

NOTE: Full Payment must be received in Advance to Confirm Registration.

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