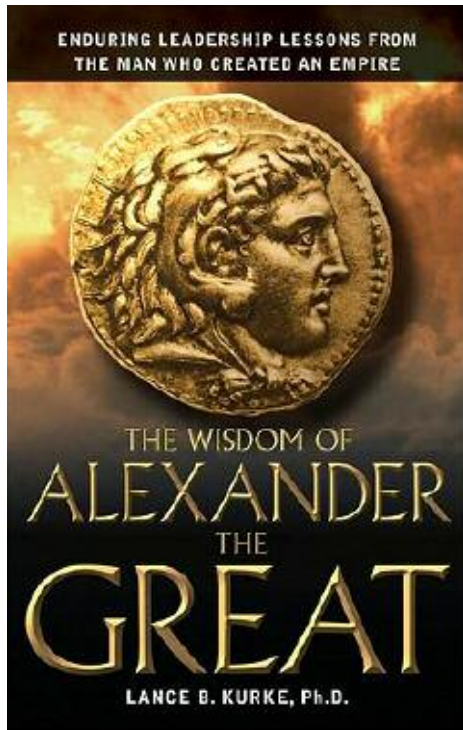


Lance Kurke, Ph.D.



A COMPELLING MUST-READ

"Leaders are in the reality creation business."

Application of the principles and practices of leadership and strategy in Dr. Lance Kurke's latest book, *The Wisdom of Alexander the Great* are more relevant and timely today than ever.

"I believe that the most important job for leaders is to create reality for their organization. A fundamental way in which we do this is to frame and reframe problems presented to our organizations."



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DRIVING TO PROFITS TODAY

Kurke on Leadership and Strategy

Firms' demand for Dr. Kurke's knowledge and application on Leadership and Strategy has prompted an expansion of these programs. Lance's clients over the last two decades have insisted on a longer program more now than ever before. As a result, the longer program is currently being offered only in the Pittsburgh Pennsylvania region.

THIS PROGRAM FEATURES:

This extended program goes beyond keynotes and short assignments and consists of:

- Full- or half-day presentations of five to fifteen days in length. (Providing the flexibility for larger firms).
- Participant accountability for their learning progress.
- Individual and team involvement.
- Coaching for consistent, incremental progress.

As a result, you can expect:

- Total buy-in....top down.
- Mastery of skill set personalized to your company.
- Rapid application of skill sets.
- Positive changes in your company culture.

Miscellaneous customizations we have applied in the past:

- Morning or evening participation.
- Vendors' or customers' involvement.
- In-house or close by your location.
- Guest lecturing by your executives.

Lance Kurke helps leaders fundamentally change their challenging world... to dream bigger dreams and to give them tools to achieve those dreams.

For details, call your bureau, or contact Dr. Kurke directly
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