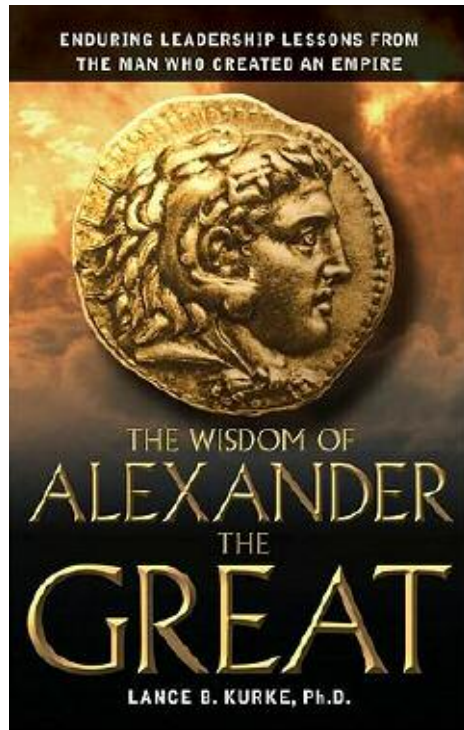


Why do you believe what you believe?



A COMPELLING MUST-READ

ABOUT DR. KURKE: Dr. Kurke's inspiring keynotes and training have established an international reputation for his programs. He brings business acumen and academic research to Fortune 500 and governmental agencies.

He has served as Academic Director of the MBA Programs, a Professor of Leadership and Strategy in the Donahue Graduate School of Business at Duquesne University, and Adjunct Professor at the H. John Heinz III College of Public Policy and Management at Carnegie Mellon University—a post he retains. His AMACOM published book, *The Wisdom of Alexander the Great*, has reached #17 on Amazon.com.

Dr Kurke earned his BS from Stetson University and his MBA, MA and Ph.D. from the Johnson Graduate School of Management at Cornell University, and has held two faculty appointments internationally.



L A N C E
KURKE

THREE TOPICS FROM THE AUTHOR OF: *THE WISDOM OF ALEXANDER THE GREAT*

1. What Made Alexander *Great*?

Today's challenges demand creative strategies. Alexander was a genius who you can emulate. Great leaders throughout history have solved great problems by using a creative technique that Dr. Kurke has labeled "reframing problems." Ignoring predefined conditions, great leaders find or create scenarios that, when explored, lead the way to more effective leadership in challenging times. (Keynote/half day/full day formats.)

2. Dream Bigger Dreams

A highly entertaining, motivational talk based on Dr. Kurke's leadership background, using modern and historical vignettes with male and female leaders to weave a delightful web. Not your usual keynote based on social science research, Dr. Kurke leaves your audience inspired to want to achieve more, personally and professionally. (Keynote format only.)

3. Successful Change by Recreating Reality

Based on Dr. Kurke's next book (forthcoming), he will show your attendees the power of using various social science applications to make even radical changes in all aspects of your organization. These are primarily cognitive, enabling creative leaders to make almost any organizational modification and meet increased goals. Nearly all organizational attributes are social agreements, and are thus not "real" in that we can agree to change. (Keynote/half day/full day formats.)

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