
Lance Kurke, Ph.D.



BIOGRAPHY

Dr. Kurke's inspiring keynotes and training have established an international reputation for his leadership programs. Lance brings his business acumen and academic research to those in Fortune 500 and governmental positions.

Lance has been the President of the CEO Club of Pittsburgh, the President of his own consulting firm, and a successful academic administrator in a series of roles.

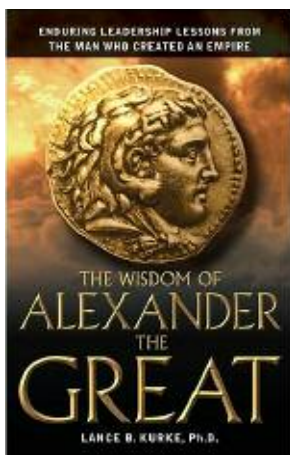
He has served as Academic Director of the MBA Programs, a Professor of Leadership and Strategy in the Donahue Graduate School of Business at Duquesne University, and Adjunct Professor at the H. John Heinz III College of Public Policy and Management at Carnegie Mellon University—a post he retains.

Dr. Kurke conceived of, recruited a team, developed, and found funding for the world's first accredited MBA program to integrate concepts of sustainability throughout the MBA curriculum. That MBA program was ranked 8th in the world by the Aspen Institute. He has more than 50 publications and his AMACOM published book, *The Wisdom of Alexander the Great*, has reached #17 at Amazon.com, and is available in 9 languages. His next book is forthcoming.

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.

Lance lives in Pittsburgh, Pennsylvania with his children Jamie and Max.

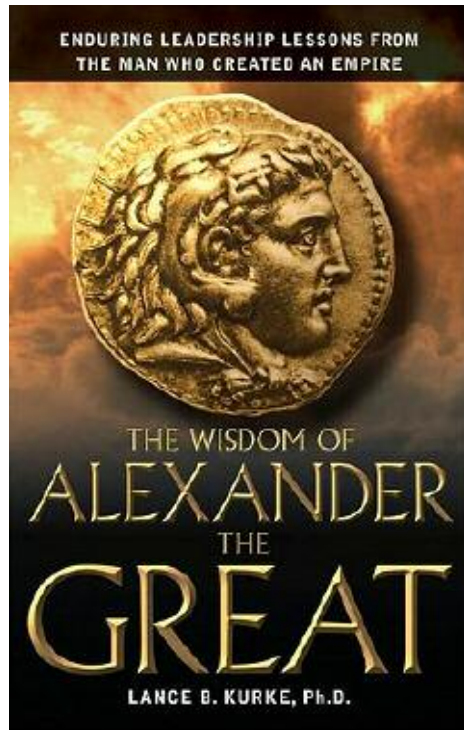
Lance Kurke helps leaders fundamentally change their challenging world... to dream bigger dreams and to give them tools to achieve those dreams.



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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.

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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.)

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What Made Alexander *Great*?



REFRAMING PROBLEMS & CREATIVE STRATEGIES

Tools for Today's Leaders

Today's challenges demand creative strategies. Solving them doesn't require the likes of Alexander, but the strategies of Alexander. (This talk about Alexander has been successfully delivered to many kinds of audiences and can use a very limited set of military examples.)

Great leaders throughout history have solved great problems by using a creative technique that Dr. Kurke has labeled "reframing problems" in his book, *The Wisdom of Alexander the Great*.

Ignoring predefined conditions, great leaders find or create alternative scenarios that, when explored, lead the way to more effective leadership in challenging times.

This delivery is customized with appropriate examples from government, non-profits, military, or business depending upon the audience.

(Keynote/half day/full day formats.)

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Dream Bigger Dreams

DREAM

No terminally ill patient I ever interviewed died having regretted trying to accomplish too much in their life. We all seem to be afraid of success or failure or both. This fear is unwarranted and can be overcome with simple cognitive tools.

- Dream *big*; you can do anything
- Confront your fears
- Napoleon Hill
- E.g.: Wegener's disease

BELIEVE

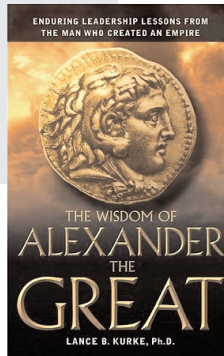
It takes inordinate self confidence to believe those things that no one else believes. It is lonely being first, but someone has to go there. Be ahead of your time. Convince yourself that with the right followers, together you *can* achieve.

- Appearance of self confidence
- Self delusion or convince self
- Lead others to believe, too
- E.g.: Gandhi's Salt March

CONCEIVE

No great idea ever became reality until someone dared to conceive of it: people on the moon, handheld computers, minorities and women voting, an environmental movement. You must be a brave pioneer in order to conceive of great outcomes.

- Eliminate constraints
- What is your purpose in life
- Firewalking
- E.g.: Carcassonne



ACHIEVE

Execution is everything, once your team believes in your vision. Build that team. Make the dream seem achievable. Get them resources. Clear the bureaucracy out of the way. But most of all show them that the dream is real!

- Dream Bigger Dreams
- Recreate your world
- How: SAAC
- E.g.: Alexander the Great

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How Alexander Recreated Reality

SEARCHING

The data, information, people, and inferences that we have access to determine what we believe. Therefore searching for alternative sources or interpretations of data and information can lead us to different beliefs.

- Seek fresh perspectives
- Find different inferences
- Talk to different people
- E.g.: Defeat navy on land

AVOIDING

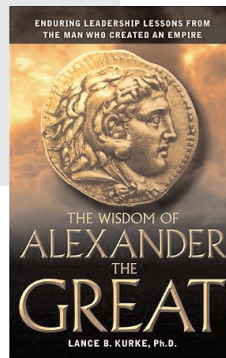
Our social and especially organizational world is filled with apparent traditions, habits, processes, patterns, and institutionalizations. Therefore, choosing different processes and social agreements can lead to different outcomes.

- Routinize perceptual scrutiny
- Balance habit with anarchy
- Do not accept appearances
- E.g.: Cut the Gordian knot

ASKING

The questions we ask (or fail to ask) can have significant to determinant control over the definition of the problem and the resources deployed to solve the problem. Therefore, asking different questions creates different solutions.

- Question “everything”
- Ask “deviant” questions
- Seek what is not asked
- E.g.: Conquer an island



CREATING

The social constraints that we perceive and accept completely constrain our beliefs and behavior. Therefore, searching, asking, and avoiding can help us create alternative social realities that can transform your organization's outcomes.

- Dream Bigger Dreams
- Recreate your world
- What you believe is real
- E.g.: Defeat superior army

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RECENT EXAMPLES OF LEADERSHIP DEVELOPMENT PROJECTS

FedEx: Member of a Duquesne University team that created and delivered comprehensive management and leadership training to mid-level managers, concentrating on the Director level. This was an award winning program and Dr. Kurke was the top ranked instructor during one of the cycles of delivery.

Heinz North America: Trained all levels of managers in their food science division focusing on creativity and strategic thinking. Created and delivered a mid-level management and leadership program (first line supervisor up to but not including Vice Presidents).

Internal Revenue Service: Program for senior executives on creativity in implementing strategy.

Office of Personnel Management (Federal Investigative Services Division): Trained all mid-level leaders in creatively implementing strategy.

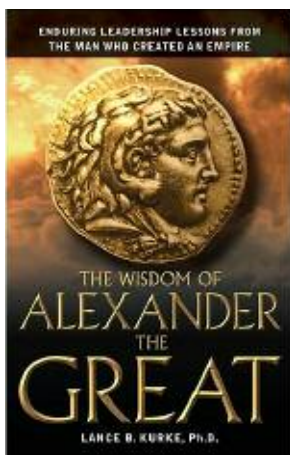
PPG Industries: A lead trainer for ten day program for fast track, mid-level personnel world-wide.

Union Switch and Signal: Trained CEO and all of his direct reports in leadership skills and strategic planning.

United States Treasury (including Mint, IRS, Dept. Homeland Security, FLETC, Dept. of Justice, ATF, etc): Top rated trainer in Creativity and Strategy.

Various Non-Profits: Numerous programs for Board of Directors, Executive Directors, and their direct reports in essentially all aspects of management.

Various Keynote Speeches: Avocent, Creativity and Entrepreneurship Conference (Ankara Turkey), Cyclades, OPM/FISD, Training Officers Conference, Turkish Dynamic Congress (Istanbul Turkey), US Army Command and General Staff College, WESCO Distribution, Inc., et cetra.



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