

# 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.)

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

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

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.

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