



## **Pay-Per-View WEBINAR**

**July 17, 2003**

**11:00 a.m. – 12:00 p.m. ET / 10:00 – 11:00 a.m. CT**

### **“Values Based Leadership... You Can’t Add Value Unless You Have Values”**

#### **Presenters:**

**Boyd L. Clarke, Tom Peters Company, Chief Executive Officer**  
**Ron Crossland Tom Peters Company, Vice Chair**

**Target Audience:** CTN Executive Development Track participants, and executives, leaders, supervisors, and management personnel.

#### **Program Description:**

This interactive webinar will invite leaders to examine the preponderance of evidence that shows those organizations that consistently operate by a core set of tenants outperform even tough competitors. During this Webinar these consultants and authors will cover the following ideas:

- Personal characteristics constituents look for in leaders & how they are related to values
- How values drive performance & results
- The dynamic teeter-totter: individual values & corporate values
- How leaders get organizations to adopt values
- Case studies of successful, values-driven organizations
- A process for resolving values dilemmas.

The strongest brands in industry are those in which brand leaders inspire performance through brand values that motivate brand agents to engage in branded work. A strong value proposition is a cornerstone of developing and maintaining a strong external brand. Evidence suggests that it may be possible to recover from strategic missteps more easily than from corruption. The authors will show how leaders communicate values and the positive effect this has on corporate results.

**This Webinar is a follow-up to CTN’s February 20th highly rated broadcast,  
“What Employees Expect from Leaders”**



**Boyd Clarke and Ron Crossland** have been business partners and friends for nearly 20 years. Before becoming CEO and vice chair of Tom Peters Company, they founded International Leadership Associates. Senior leaders from organizations such as LensCrafters, Arby's, Motorola, and Sun Microsystems have relied on their expertise in leadership, organizational change, and communication. While Ron tends to immerse himself in the facts of research and Boyd leans toward the emotion of great stories, they both share a love for symbolic communication. As such, they communicate best in The Leader's Voice when working together.

**To register for this PPV live webinar, contact:**  
**Nadine Fred, 972-620-4015 for [nfred@ctn-energy.org](mailto:nfred@ctn-energy.org)**  
**Mary Landrum, 713-722-8307 or [milandrum@ctn-energy.org](mailto:milandrum@ctn-energy.org)**