



## *LIVE BROADCAST*

**April 20, 2004**

**10:15 – 11:15 AM ET / 9:15-10:15 PM CT**

### ***“Why the Bottom Line Isn’t” (Live from the SGA Management Conference)***

#### **Featuring Norm Smallwood**

**President and Co-Founder, Results-Based leadership**

Norm is a recognized authority in developing leaders who create more values for their organizations. His writing, speaking and consulting work relates to building organizations capabilities that increase intangible value that measurably impacts market value. Smallwood is President and Co-Founder of Results-Based Leadership, which is a collective of well-known and broadly experienced management educators and consultants whose clients include such leading organizations as Eli Lilly, Ford, Hallmark, Harley-Davidson, InterContinental Hotel Group and Zurich Financial. Norm is on the faculty at the Executive Education Center at the University of Michigan Business School and has published more than 100 articles in leading journals and newspapers and is the co-author of four books.

During Smallwood’s presentation on “Why the Bottom Line Isn’t,” he will focus on:

- how leaders can proactively create capabilities of growth, talent and speed;
- collaboration;
- shared mind set;
- accountability;
- learning; and
- leadership brand by following some very specific principles.

His message is pretty straight forward. He wants to help leaders create sustainable shareholder value, and to accomplish this requires an integration of ideas from a number of different disciplines.

**For more information on this broadcast, contact:  
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