



CTN Leadership Development Web Conference

POWERED BY:  Centra®

Thursday, September 23, 2004
1:30 – 2:30 PM CST / 2:30 – 3:30 PM EST

“What Should a Leader Know?”

Featuring:

Ron Crossland, Tom Peters Company, Vice Chair



Target Audience: Sr. Executives, executives on the fast track
and other identified leaders within the organization

This is the third program in CTN's Executive Development Series focusing on The Leader's Voice™. It's a blend of leadership training and communications training unequal to any other offering in the marketplace!

Through The Leader's Voice™, leaders will achieve:

- Better alignment around key strategic initiatives.
- Improved productivity spurred on by higher levels of trust among employees and greater leadership credibility.
- Higher morale with an understandable vision & inspiration.
- Increased efficiency through crystal clarity around goals and directives.
- Better communication among all employees, since leaders set the tone of the entire organization.

Questions we will explore via research, case study, & online interaction:

“The notion that God intended Americans to be permanently wealthier than the rest of the world - that gets less and less likely as time goes on.” – Robert Solow, Nobel laureate in economics

- Evolution of leadership ideas
- Brand execution – failing to Brand Inside
- Four Fatal Assumptions leaders make when communicating
- Decision-making under stress

**For more information on this web conference, contact:
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