



SPECIAL MANAGEMENT PROGRAM

TWO DAYS WITH **JACK WELCH**

OCTOBER 21-22, 2008 - BOSTON

LIMITED TO 100 EXECUTIVES

Jack Welch



& your business

DON'T MISS THE OPPORTUNITY TO PARTICIPATE IN THE EXPERIENCE OF A LIFETIME WITH ONE OF THE WORLD'S MOST CELEBRATED LEADERS. BE A PART OF THIS INTIMATE SEMINAR AS JACK WELCH GATHERS WITH 100 CEOS AND EXECUTIVES FROM AROUND THE GLOBE FOR CANDID DISCUSSION ON MANAGEMENT STRATEGY AND SUCCESS. THIS PROGRAM, HOSTED BY HSM ONCE A YEAR, IS YOUR ONLY CHANCE TO WORK WITH WELCH SIDE-BY-SIDE AND HAVE HIM ADDRESS YOUR PROFESSIONAL CHALLENGES HEAD-ON.

Jack Welch is the most admired CEO in the world. During his 20 years as Chairman and CEO of General Electric, he transformed the company from a bureaucratic behemoth to a dynamic and revered powerhouse. During his tenure, GE's market value grew from \$13 billion to \$400 billion. In the process, Welch's management innovations made him the most influential CEO of his era.

Welch is currently the head of Jack Welch, LLC, where he serves as an advisor to a small group of Fortune 500 business CEOs and speaks to groups of executives, entrepreneurs, and students around the world. His book, WINNING, written with his wife, Suzy Welch, is an international bestseller.

AGENDA

An intensive, action-oriented management program with Jack Welch for 100 leaders and entrepreneurs from around the world

OCTOBER 20

6-9 PM

WELCOME DINNER WITH JACK WELCH

DAY 1 - OCTOBER 21

ALL SESSIONS LED BY JACK WELCH

7:45-8:30 AM

BREAKFAST

8:30-10 AM

1. BUILDING A BUSINESS FOUNDATION
Defining a real and concrete mission and set of values; the importance of candor and differentiation

10-10:30 AM

COFFEE BREAK

10:30 AM-12 PM

2. LEADING TO WIN
The key characteristics of effective leaders and how to put them into action

12-1:30 PM

LUNCH WITH JACK WELCH

1:30-3 PM

3. BUILDING A WINNING TEAM
How to build the best team: recruiting, retaining, and parting ways

3-3:30 PM

COFFEE BREAK

3:30-5 PM

4. WORKSHOP
Small group break-out sessions with projects related to the day's discussion topics

6:30-9 PM

DINNER

Enjoy dinner with other attendees and Jack Welch



DAY 2 - OCTOBER 22

ALL SESSIONS LED BY JACK WELCH

7:45-8:30 AM

BREAKFAST

8:30-9:30 AM

1. DESIGNING STRATEGY

How to formulate the most effective strategy for your organization and how to execute it

9:30-10 AM

COFFEE BREAK

10 AM-12 PM

2. GROWTH & COMPETITIVENESS

Competing with China, India, and the start-up next door; managing and encouraging change; and exploring the challenges of organic growth and mergers & acquisitions

12-1:30 PM

LUNCH WITH JACK WELCH

1:30-3:30 PM

3. OPEN DISCUSSION

Q&A with Jack and concluding remarks

4 PM

PROGRAM ENDS

“Come prepared to talk about your own business and career challenges—and to have them addressed straight on.”

GENERAL INFORMATION

Date

October 21-22, 2008

Venue

Four Seasons Hotel
200 Boylston Street
Boston, Massachusetts

Special Four Seasons Rate

Visit www.hsmglobal.com/us/welch for more information.



Each Attendee Will Receive

- A copy of *Winning*, by Jack Welch with Suzy Welch
- Attendee Profile and Contact List
- Working Materials
- Meals
- Photo with Jack Welch
- Attendance Certificate



Limited Availability

100 attendees

All applications are subject to approval by HSM

Program Fee

\$10,000

Three Ways to Register

Phone 866 711 4476 | 9 am - 6 pm EST

212 317 8454 (If dialing internationally or see Registration
Form for local numbers)

Fax 212 308 6788

Online www.hsmglobal.com/us/welch

For more information, contact us at info.us@hsmglobal.com.



REGISTRATION FORM

TWO DAYS WITH JACK WELCH

OCTOBER 21-22, 2008

FOUR SEASONS HOTEL - BOSTON

PROGRAM FEE - \$10,000

For registration or more information visit www.hsmglobal.com/us/welch, or contact us at:

USA & Canada: T: 866 711 4476, F: 212 308 6788; **Germany:** T: 49 69 2713 4910, F: 49 69 2424 7355;

Italy: T: 800 93 94 36, F: 800 94 93 72; **Spain:** T: 902 528 777, F: 902 528 778; **Portugal:** T: 213 467 038,

F: 213 468 044; **Brazil:** T: 11 4689 6666, F: 11 4689 6667; **Mexico:** T: 5002 32 17, F: 5002 32 04

NAME

TITLE

DEPARTMENT

COMPANY

INDUSTRY

COMPANY TYPE

PUBLIC

PRIVATE

FAMILY OWNED

COMPANY SIZE (EMPLOYEES)

<50

50 to 100

101 to 500

501 to 1000

> 1000

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

EMAIL

BUSINESS PHONE NUMBER

FAX NUMBER

Your contact information, excluding your phone number, will be shared with other attendees at the event. It will not be used for any other purpose.

Please don't share my information. I'm not interested in receiving the Attendee Profile.

Payment Options

Check enclosed (Make check payable to HSM Americas, Inc.)

Bill me

Visa

Mastercard

American Express

Diners Club

Discover

CARD NUMBER

EXPIRATION DATE

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

Which of the following topics would you like HSM to include in its future programs?

Execution Negotiation Family Business Personal Development Customer Experience

Teamwork China/India Innovation Sales/Marketing Change Management

Cancellation & refund policy: If you request cancellation up to 60 days prior to the event ("Cancellation Deadline"), the refund will be processed in the same manner (i.e. credit card, check, etc.) that the registration payment was made, less a processing fee of \$500 per ticket. For cancellations in writing requested after the Cancellation Deadline and before 21 days prior to the event ("Credit Deadline"), a credit refund will be granted for HSM events to be held until 12/31/2009 for the value of your purchase. After the Credit Deadline tickets may only be transferred to a substitute participant. We reserve the right to cancel the event, and if this occurs, we shall refund the total fee paid.

Scheduling: We reserve the right to make any changes without prior notice.

Detailed Terms and Conditions can be found in the Register section at www.hsmglobal.com/us/welch.

CODE: **SJW/1MD/WEB1/08**

“Terrific, amazing program! Great investment of time and money for me and for Aecon.”

—Scott Balfour, President, Aecon Group Inc.

“The best management program I've ever attended with incredible take-away value.”

—Mitchell Modell, CEO, Modell's Sporting Goods

“The voice of real-world experience.”

—Dan Pierce, President & CEO, Systems Evolution



www.hsmglobal.com

HSM GROUP

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UPCOMING EVENTS 2008

World Innovation Forum, Apr. 8-9

Authentic Leadership with **Bill George**, Apr. 28-29

Execution in Action with **Larry Bossidy**, May 13-14

Strategic & Disruptive Innovation with **Clayton Christensen**, Jun. 17-18

World Business Forum, Sept. 23-24

Leading From Your Strengths with **Marcus Buckingham**, Sept. 25

Winning Negotiation Strategies with **William Ury**, Oct. 14-15

Building Winning Teams with **Patrick Lencioni**, Nov. 12-13

Leading Creative Organizations with **Michael Eisner**, Nov. 18

Family-managed Business with **John Davis**, Nov. 19-20

For an updated list of events, visit www.hsmglobal.com/us