

Shanghai, March 24, 2009

Beijing, March 27, 2009

“Handle the challenge of change well and you can prosper greatly. Handle it poorly and you put yourself at risk.”

This is the clear message from Professor John Kotter's book, *Our Iceberg is Melting*. With a rapidly growing economy and ever-changing environment, Asia is seeing an emergence of leaders who are initiating and making changes in their organizations.

In this one day seminar, you will learn more about how to deal with these challenges. In order to survive in today's global competition, it is necessary to appropriately lead change.

Leading Change in Tough Times

The data overwhelmingly shows that the rate of change is increasing. With rapidly growing economies and every-changing environments, Asia is seeing the emergence of leaders who are initiating and making changes in their organizations.

How can a leader:

- Manage change effectively in organizations?
- Unleash intellectual, physical, and emotional energy from people in the organizations so that they are fully involved in the change?
- Initiate and “do” change that will bring sustainable business growth?
- Lead Change in Tough Times?

John Kotter's 2009 Asia Tour will:

- Bring the learning of Harvard Business School to Asia
- Allow leaders in Asia to hear and experience the world's foremost authority on leadership and change
- Help leaders learn change that gets better results with practical tools and knowledge through cases of leading global organizations
- Stimulate passion within leaders for influencing individuals, organizations, and society as a whole
- Inspire leaders to live meaningfully lives

Praise for Professor John Kotter

"Astonishing. Superb lecturing. Amazingly special and personally very helpful. Makes it all worthwhile."

"Outstanding. You have challenged us to believe!"

"Wonderfully inspiring. To believe in the power to make a difference."

"Stimulating, relevant, inspiring, challenging. If we could all only have a mentor such as John."

"Inspirational and highly entertaining/engaging. Idiosyncratic style definitely works. Two thumbs up"

Shanghai, March 24, 2009

Beijing, March 27, 2009

About the Program

- Professor John P. Kotter, the leading authority on leadership and change will focus on the differences between leadership and management in facilitating change
- Full day seminar designed for organizations to cope with change and develop leadership talent
- An exciting action packed seminar
- Following his seminars in Australia's 8 cities in 2007, Western Europe's 8 cities in 2008, John Kotter is coming to Asia in 2009!

Topics covered in a full-day seminar

- 8 steps to successful change
- Practical tools to help lead your company and change processes for the future
- How to build and empower the team to lead the change
- Creating vision and strategy
- Communication- how do we get others on board?
- Empowerment- how do we get barriers out of the way of those who see the vision and want to make it a reality?

This seminar is aimed at all leaders and managers from the private and public organizations who will to lead in a changing world.

Benefits of the seminar

- You will understand the change process
- You will know how the 8 steps relate to management and leadership
- You will learn what kind of change will create sustainable growth for your organization
- You will be inspired by outstanding leaders to create significant influence and live a meaningful life.

It is not about managing change, but *leading* change.

Seminar Agenda

08:30 Registration

09:00 It's Not About Managing Change

- A story of failed change: The company faces all the competitive, technological and global forces we all face. It wants to grow. It tries to leap forward. It fails. But why?
- A story of successful change: A second company is facing the same scenario. It tries to leap forward and succeeds brilliantly. Why?
- The 8 steps to success. What we have learned about successful change from extensive research over the past decade.
- The relationship of the 8 steps to management and to leadership. Management and leadership are different. The distinction is enormously important in a world that is too often over managed and under led.
- Why? it's all about leading change. Ask: What of the activity in the 8 steps is related to management? What is related to leadership? The implications are profound.
- Why do we so often get it wrong?

10:30 Coffee and Tea Break

11:00 8 Steps to Successful Change-Specific Examples

- Increasing urgency. How do we reduce complacency, fear, and anger?
- Building the right team. How do we create a group powerful enough to lead change?
- Creating the vision and strategy. How do we decide what to change?
- Communication. How do we get others on board?
- Empowerment. How do we get barriers out of the way of those who see the vision and want to make it a reality?
- Short term wins. How do we get visible, unambiguous successes quickly? Why this is so important?
- Never letting up. How do we keep everyone going until the vision is a reality?
- Making change stick. How do we prevent the extreme power of tradition to undermine a change that we have successfully made?

12:30 Lunch

13:30 The Heart of Success

- The role of thinking in changing peoples' behavior
- The role of feeling in changing peoples' behavior
- The role of the heart in building organizations that can sustain success in the toughest economic conditions
- What specifically does someone do? Why it works. What does success look like? Why we don't do it right?

15:00 Coffee and Tea Break

15:30 The Champions

- People who have produced amazing change
- People in business, in government and in different countries
- Two dramatic stories
- What do all these people share in common?
- How you can be like them, even if you aren't a larger-than-life, charismatic personality?
- What do you receive back by being like them?
- How to turn change from a frustrating and stressful activity to something more fun and deeply meaningful?

16:30 Close

Meet the Mastermind Professor John Kotter



Harvard Business School Professor John Kotter is widely regarded as the world's foremost authority on leadership and change. His is the premier voice on how the best organizations actually "do" change.

In his newest work, ***A Sense of Urgency***, Kotter shows what a true sense of urgency in an organization really is, why it is becoming an exceptionally important asset, and how it can be created and sustained within organizations.

John Kotter's international bestseller ***Leading Change***—which outlined an actionable, eight-step process for implementing successful transformations—has become the change bible for managers around the world. ***Our Iceberg Is Melting***, the *New York Times* bestseller, puts the eight-step process within an allegory, making it accessible to the broad range of people needed to effect major organizational transformations. In October 2001, *Business Week* magazine rated Kotter the #1 "leadership guru" in America based on a survey they conducted of 504 enterprises.

Professor Kotter is the author of seventeen books, a collection that has given him more honors and awards than any other writer on the topics of leadership and change. In addition to ***A Sense of Urgency*** (2008) ***Our Iceberg Is Melting*** (2006), and ***Leading Change*** (1996), Professor Kotter is the author of ***The Heart of Change*** (2002), ***John P. Kotter on What Leaders Really Do*** (1999), ***Matsushita Leadership*** (1997), ***The New Rules*** (1995), ***Corporate Culture and Performance*** (1992), ***A Force for Change*** (1990), ***The Leadership Factor*** (1988), ***Power and Influence*** (1985), ***The General Managers*** (1982), and five other books published in the 1970s. Professor Kotter's books have been printed in over 120 foreign language editions, and total sales exceed two million copies.

John Kotter's articles in *The Harvard Business Review* over the past twenty years have sold more reprints than any of the hundreds of distinguished authors who have written for that publication during the same time period. His books are in the top 1% of sales from Amazon.com.

He has created three executive videos; one on "**Leadership**" (1991), another on "**Corporate Culture**" (1993), a third on "**Succeeding in a Changing World**" (2007) and an educational CD-ROM, "**Realizing Change**" (1998) based on the *Leading Change* book.

Professor Kotter's honors include an Exxon Award for Innovation in Graduate Business School Curriculum Design, and a Johnson, Smith & Knisely Award for New Perspectives in Business Leadership. In 1996, Professor Kotter's *Leading Change* was named the #1 management book of the year by *Management General*. In 1998, his *Matsushita Leadership* won first place in the *Financial Times*, Booz-Allen Global Business Book Competition for biography/autobiography. In 2003, a video version of a story from his book, *The Heart of Change* won a Telly Award. In 2006, Kotter received the prestigious McFeely Award for "outstanding contributions to leadership and management development." In 2007, his video "Succeeding in a Changing World" was named best video training product of the year by *Training Media Review* and also won a Telly Award.

Professor Kotter talks to groups with one and only one goal: to motivate action that gets better results.

Dr. Kotter is a graduate of MIT and Harvard. He joined the Harvard Business School faculty in 1972. In 1980, at the age of 33, he was given tenure and a full professorship.

John Kotter lives in Cambridge Massachusetts and Ashland, New Hampshire.

"In my entire business career, four or five events have had a significant impact on me. John Kotter's one day program was one of those. Our work with John Kotter presented an opportunity to look at the challenges we face in a profoundly different way. Professor Kotter will cause all who come to his program with an open mind a rare chance to stretch their thinking far beyond what they expect."

---- Ned Graham, Senior Vice President Operations, RSC Equipment Rental

Registration Form

Please fill in the form and fax to +86-21-54788957.

Any questions or inquiries, please contact Harry Wong @ +86-21-54788759 or harryw@kbcchina.com .

Name(1) _____	Title(1) _____	<input type="checkbox"/> Shanghai	<input type="checkbox"/> Beijing	<input type="checkbox"/> Standard	<input type="checkbox"/> VIP
Name(2) _____	Title(2) _____	<input type="checkbox"/> Shanghai	<input type="checkbox"/> Beijing	<input type="checkbox"/> Standard	<input type="checkbox"/> VIP
Name(3) _____	Title(3) _____	<input type="checkbox"/> Shanghai	<input type="checkbox"/> Beijing	<input type="checkbox"/> Standard	<input type="checkbox"/> VIP
Company _____					
Address _____		Province _____	City _____	Zip _____	
Contact Person _____			Phone _____		
Fax _____		Email _____			

Fee

- **Standard Seat** : RMB 6800 per person, including seminar materials, lunch and refreshments. Accommodation and travel are not included.
- **VIP Seat**: RMB 15000 per person, including seminar materials, lunch and refreshments, cocktail reception.

Registration Process

1. Please fill the form and fax to us.
2. We will confirm with you by phone call or email and provide you with the payment information.
3. Please arrange payment.
4. We will send you the confirmation letter for you to register onsite 1 week before the event.