



# West Point Way of Leadership China Training Camp

November 10, 2010, Hua Ting Hotel & Towers, Shanghai

“Give me anyone except a schizophrenic and I will turn him into a leader.”

----General Dave R. Palmer, former superintendant, West Point

Renowned as the world’s premier leader development institution, West Point (The United States Military Academy) has produced over 1000 chairmen, 2000 vice chairmen, 5000 general managers and numerous senior executives for Fortune 500 companies. Its ethics-based leadership model is widely recognized as the most influential in the American business, politics and military.

This November, Dr. Larry Donnithorne, former Leadership professor of West Point will come to Shanghai and present the West Point Way of Leadership.

## Training Facilitator – Dr. Larry R. Donnithorne



- former Leadership Professor, West Point
- Author, *The West Point Way of Leadership*

“Larry’s engrossing reveals the Military Academy’s innermost ingredients for all to see and use. This should be required reading for anyone who aspires to leadership in any field”

----General Dave R. Palmer, former superintendant, West Point

“One of the best company commanders in Vietnam...”

----General Brigade, Commanding General in Vietnam

“The West Point model of leadership is a fascinating and insightful one, one that Donnithorne presents modestly, carefully, and convincingly.... The philosophy that underlies it...is based on moral principle, timeless values, and the leader’s selfless commitment to others.”

----Harvard Business Review

## Target Audience

- Chairman, Board Members, CEO, President, General Manager, VP, Director, Branch Manager
- Potential leaders or successors
- Group participation is strongly recommended

## Event Schedule (Language: English with Simultaneous Interpretation)

**09:00-09:05**      **Opening Ceremony**

**09:05-10:30**      **Speaker: Dr. Larry R. Donnithorne**

Module 1: "Soft Power" of West Point Leaders

- Leading with morality; The source of moral charisma
- Moral character spectrum
- The power to lead the leaders
- Business application of West Point value system and honor code

Module 2: West Point Leadership and Followership

- Definition of leadership and followership
- Matching different levels of leadership and followership
- West Point leaders and followers' interaction based on organizational targets

**10:30-10:45**      **Tea Break**

**10:45-12:00**      **Speaker: Dr. Larry R. Donnithorne**

Module 3: The Core of West Point Teamwork

- The balance between teamwork and individual ability
- Tools to assess West Point team cohesion
- The leader's responsibility and role in conquering the five team dysfunctions
- Position each individual in your team
- How to establish Circles of Trust
- Make efficient use of conflict situation
- Useful tools

**12:00-13:30**      **Lunch**

**13:30-14:15**      **Brainstorming: How to achieve heartfelt obedience with WP Leadership**

**14:15-15:30**      **Speaker: Dr. Larry R. Donnithorne**

Module 4: West Point Decision-making Models and Application

- 3 decision-making models of West Point leaders
- Situational decision making
- Decision-making leaders
- Decision making in scarce resource situation and during crisis
- Decision making tools and models

**15:30-15:45**      **Tea Break**

**15:45-16:45**      **Speaker: Dr. Larry R. Donnithorne**

Module 5: West Point Leader Development Model

- Leadership development target and items during different years in West Point
- From principles to practices
- Challenges and tasks that are perfect for leadership development
- Shortcut of self-training: coaching future leaders in your team
- Leadership self-assessment in West Point
- Experiences sharing

**16:45-17:00**      **Q & A**

**17:00**      **End of the Event**

## About the Facilitator: Dr. Larry Donnithorne



Dr. Larry Donnithorne began his formal higher education at the United States Military Academy at West Point from which he graduated in 1966. He later earned master's degrees in economics and civil engineering from Stanford University and his doctorate in education from Harvard University.

Dr. Donnithorne has served in varied executive roles ranging from commanding a company of 150 soldiers in combat in Vietnam and managing construction projects in Korea and the US to serving as president of a college and then as president of a university. In Vietnam, he was described by the Brigade Commanding General as “one of the best company commanders in Vietnam,” and his subsequent work enjoyed similar commendations. In addition to his leadership roles, Dr. Donnithorne also served for fifteen years on the staff and faculty of the United States Military Academy at West Point teaching ethics, economics, and leadership and assisting the Superintendent with reforms of the institution’s character development programs and leader development programs.

In 1993, Dr. Donnithorne retired from active Army service. He then served for almost six years as president of the College of the Albemarle in Elizabeth City, North Carolina. He was then selected in 1998 as president of Colorado Christian University in Denver, Colorado. He served in that capacity for eight years, when the University appointed him as President Emeritus and Distinguished Professor of Ethics and Leadership.

Drawing upon both his many years’ education and experiences in practicing and teaching leadership and ethics, Dr. Donnithorne has worked with leaders of many organizations on the interplay of sound ethics and the practice of effective, results-oriented leadership. Organizations with whom he has worked or provided seminars or speeches include the following: Johnson & Johnson, Inc., IBM Corporation, American Express Financial Advisors, Coopers & Lybrand (now known as PriceWaterhouseCoopers), State Farm Insurance, Federal Home Loan Bank of Pittsburgh, CB Commercial Real Estate Group, FMI Corporation, Appalachia Educational Laboratory, International Association of Chiefs of Police, City of Spokane (Washington, USA), Future Presidents Institute of North Carolina State University, Carnegie Mellon University, United States Air Force Academy, Valley Forge Military Academy.

Dr. Donnithorne’s most notable publication is a book titled, *The West Point Way of Leadership: From Learning Principled Leadership to Practicing It*, which was published in the US in 1994 by Random House and in the People’s Republic of China by the China Social Sciences Press in 2005. A review of this book in the Harvard Business Review concluded that “the West Point model of leadership is a fascinating and insightful one, one that Donnithorne presents modestly, carefully, and convincingly.... The philosophy that underlies it...is based on moral principle, timeless values, and the leader’s selfless commitment to others.”

Dr. Donnithorne is passionate about assisting the leaders of organizations of all types to achieve meaningful and long-lasting results through leadership which is founded upon high ethical values. He argues persuasively that this is the leadership that builds great companies, great communities, and great nations.

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----General Dave R. Palmer, Former Superintendent, United States Military Academy At West Point

**“Larry’s philosophy of leadership is right. His techniques and tactics will work in the modern era of leadership.”**

----Dana G. Mead President and CEO, Tenncco Inc.



# West Point Leadership China Training Camp Registration Form

Date: Wednesday, 10 November, 2010

Venue: Hua Ting Hotel & Towers, Shanghai, China

Please complete the form and fax back to 86 21 5478 8957

Any questions, please contact Harry Wong @ 86 21 5478 8759 or [harryw@kbcchina.com](mailto:harryw@kbcchina.com) .

Company Name _____			
Address _____	Province _____	City _____	Zip _____
Name (1) _____	Title (1) _____	Tel/MP (1) _____	
Email(1) _____	<input type="checkbox"/> Standard Seat	<input type="checkbox"/> VIP Seat	
Name (2) _____	Title (2) _____	Tel/MP (2) _____	
Email(2) _____	<input type="checkbox"/> Standard Seat	<input type="checkbox"/> VIP Seat	
Contact Person _____	Title _____		
Tel _____	Fax _____	Email _____	

## Fees

- **Standard Seat:** RMB 4980 per person, including training fee, training materials, lunch and tea breaks.
- **VIP Seat:** RMB 8880 per person, including seat in VIP area, training fee, training materials, lunch and tea breaks, personal communication with Dr. Donnithorne, photo with Dr. Donnithorne, certificate, VIP dinner, 2 books with Dr. Donnithorne's signature, etc.

## Registration Process

- Please fill in this form and fax to us. Your seat will be reserved upon reception of the form.
- A proforma invoice identifying the payment information will be sent to you for your payment arrangement.
- Fapiao will be sent to your office upon reception of the payment.
- A confirmation letter outlining the event details will be sent to you one week prior to the event.