



Korn/Ferry

Leadership Transformation Conference

Madrid, Spain | April 16-17, 2012

Power Your People. Power Your Business.

Be inspired by leading CEOs, CHROs, and topical experts discussing the most critical leadership and talent issues facing European leaders.

In collaboration with:



www.LeadershipTransformationConference.com | www.kornferry.com

LeadershipTransformationConference@kornferry.com | +34.91.701.4406, Spain

NINE REASONS TO ATTEND

Leadership to Fuel European Recovery

Benefit from hearing the latest research on leadership profiles necessary to rekindle and sustain European growth post recession.

Innovation for a New Europe

Learn methods for building innovation into your leadership and talent agenda.

The Next Generation CEO

Discover how talent is no longer just an HR issue... it's a CEO issue. Next generation CEOs will need to adapt and change their skills to become more learning agile and tap emotional intelligence to achieve sustainable business performance.

viaEDGE™ for Learning Agility

Receive complimentary access to the most accurate and comprehensive individual assessment on learning agility — the greatest predictor of potential.

Succession and The Leadership Pipeline

Explore practical and results-driven approaches to identify, develop, deploy, and retain critical bench strength.

Developing Globally-Relevant Talent

Hear how European organizations are developing leaders prepared for the increasing and unprecedented demands of multinational business — inside and outside the EU.

Research-Based Approach

Gain greater understanding of the proven principles underlying 30 years of science-based research on leadership and talent, and the latest products from Korn/Ferry's R&D team.

One-on-One Networking

Share experiences and learn from one another— The Korn/Ferry Leadership Transformation Conference brings together a tight group of only 100 participants.

Cutting-Edge Talent Management Methods

Enhance your expertise post-Conference. Become certified in Korn/Ferry *powered by* LOMINGER research-based methods on Competency Modeling, Learning Agility, and Leadership Development.

powered by
LOMINGER





DAY 1

APRIL 16, 2012

CEO/COO as Chief Talent Officer

INTRODUCTION AND WELCOME

The Next Generation CEO:

Ana Dutra (Korn/Ferry International)

EMEA Talent Trends and the CEO Agenda:

Bernard Zen-Ruffinen (Korn/Ferry International)

KEYNOTES:

CEO Perspectives on Talent and Leadership:

*Antonio Alonso Salterain (CBS Outdoor) and
Belen Garijo (Merck Serono SA)*

CEO Q&A:

*Antonio Alonso Salterain (CBS Outdoor) and
Belen Garijo (Merck Serono SA)*

Leadership Pathways: Developing High-Potential Talent and Succession

PATHS TO SUCCESSION

Pathway from Executive to Leader:

Kevin Cashman (Korn/Ferry International)

KEYNOTE:

Differentiating Talent at Aviva:

Karen Stefanyszyn (Aviva)

Leadership Research and Developments:

*Dr. Ken DeMeuse, Ph.D. (Korn/Ferry International) and
Dr. George Hallenbeck, Ph.D. (Korn/Ferry International)*

viaEDGE™ Debrief:

*Dr. Ken DeMeuse (Korn/Ferry International) and
Korn/Ferry certified coaches*

NETWORKING EVENT

DAY 2

APRIL 17, 2012

Managing Talent Globally

WELCOME BACK AND DAY 1 RECAP

Integrating Talent in a Highly Decentralized Global Organization:

Jacky Simmonds (TUI Travel PLC)

Global Talent Development:

Jocelyne Blineau (Mars)

Global Leadership Development Featuring Enterprise Learning:

Willem Duron (Bekaert)

Global Talent and Leadership Development Q&A

*Jocelyne Blineau (Mars) and
Willem Duron (Bekaert)*

Leadership Innovation for a New Europe

INTRODUCTION TO INNOVATION

Leading the Way in Innovation:

*Jane Stevenson (Korn/Ferry International) and
Bilal Kaafarani (Co-author of Breaking Away)*

Recruiting Innovative Talent Using Innovative Methods:

François de Wazières (L'Oreal)

Leading Perfumery Teams - A Study in Managing Innovation:

Felix Mayer-Harting (Givaudan)

Q&A L'Oreal & Givaudan:

*François de Wazières (L'Oreal) and
Felix Mayer-Harting (Givaudan)*

CLOSING COMMENTS



MADRID

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 reservations.palacemadrid@westin.com
 www.westinpalacemadrid.com/en/

A special rate of €189 has been negotiated for attendees.

Korn/Ferry Leadership Transformation Conference: April 16-17, 2012

	Early Bird <i>(ends Feb 29th)</i>	Standard
Individual	€1320	€1650
Group (2+)/Per Person	€1220	€1550

Korn/Ferry powered by LOMINGER Certifications: April 18-20, 2012

Certification Options	Dates	Registration Fee
Leadership Architect® 101: Competency Modeling	April 18 (1 day)	€900
Assessing Potential Through Learning Agility: Choices Architect®	April 19 (1 day)	€1,350
Voices®	April 19-20 (2 days)	€2,195
Conference + Leadership Architect 101	April 16-18 (3 days)	(save €300)
Conference + Choices Architect	April 16-17 & April 19 (3 days)	(save €300)
Conference + Voices	April 16-17 & April 19-20 (4 days)	(save €300)
Conference + Leadership Architect 101 + Choices Architect	April 16-19 (4 days)	(save €300)
Conference + Leadership Architect 101 + Voices	April 16-20 (5 days)	(save €300)

Visit <http://lominger.com/certificationschedule.aspx> for more detailed certification descriptions.

All rates include applicable taxes



Visit www.LeadershipTransformationConference.com to register