



LEADING-EDGE MANAGEMENT PROGRAM

COME FIND OUT WHAT IS STILL OVER THE HORIZON

FDC: melding theory and real-life practices



LEARN ABOUT FUNDAÇÃO DOM CABRAL

ONE OF THE TWENTY BEST BUSINESS SCHOOLS IN THE WORLD.

Fundação Dom Cabral is an international center for company and executive development that has been ranked as one of the 20 best business schools in the world by the English newspaper Financial Times. By putting together a faculty with great academic and executive experience, FDC seeks to build knowledge and become a reference in business thinking.

Seeking to reach this goal, Fundação Dom Cabral has as its premise to work with the client, and not only for the client, in its constant search to renew knowledge.

Another FDC characteristic involves its international alliances and partnerships with the best business schools in the world. Schools from China, France, the United States and Canada make up the alliances and partnerships that make it possible to develop research and teaching programs with the international focus that is so desirable in the current business environment.

By melding theory and practice, FDC works to develop executives and business people who will become agents of sustainable growth not only to companies but to society as a whole.



Leading-edge Management Program

Innovation, Strategy and People

Different, daring: Leading-edge Management perfectly melds the traditional with the unusual, thus contributing to maximize the impact of what is new and its power to change.

From lectures through various workshops, we aim to lead you to review your paradigms. At least that is what Srikumar Rao (www.areyoureadytosucceed.com) aims to do by accepting our invitation to make a special appearance during the program.

Focused on business management, the program will present new themes each year and thus afford executives a continuous development process. In 2007, participants will opt for one of the themes that will be presented simultaneously - INNOVATION, STRATEGY AND PEOPLE -, which will be dealt with in different learning dimensions.

REFLECTION

Videoconferences with renowned international experts.

KNOWLEDGE

Experts will discuss what is still beyond the horizon in the themes INNOVATION, STRATEGY and PEOPLE.

EXPERIENCE

Small groups will discuss practical cases with renowned experts and executives.

DISCOVERY

Lateral thinking, cooking, quantum physics: workshops and movies that lead to different ways to perceive reality and to develop imagination and creativity.

RELATIONSHIPS

Happy hours, dinners, wine tasting and other structured opportunities to network.

Profa. Betania Tanure



Prof. Paul Evans

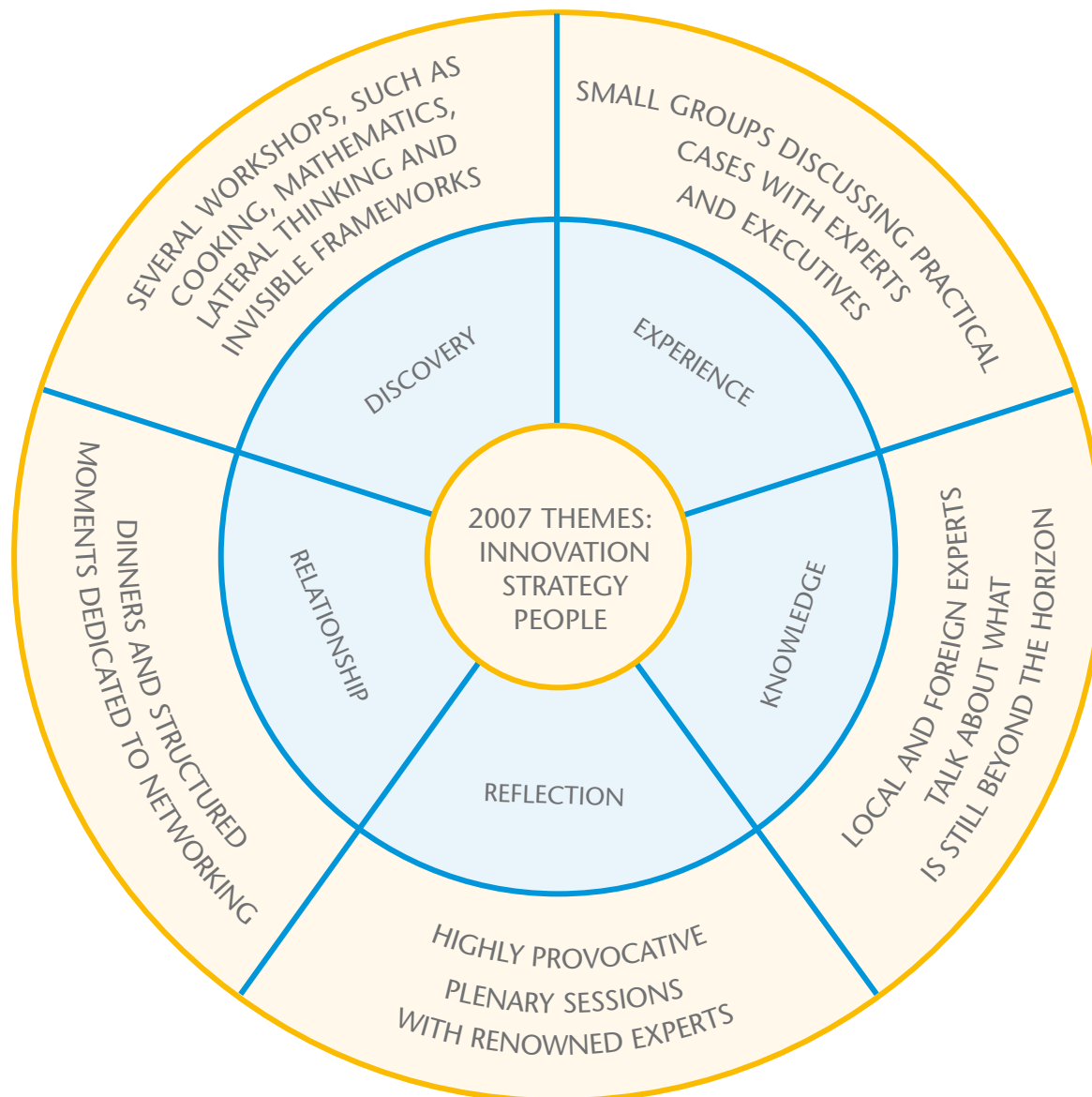


Prof. Carlos Arruda

METHODOLOGY

The Program aims to promote an intense and structured exchange of experiences among participants. Innovative methodology leads to getting to know, understanding and sharing Business Management themes in an integrated and systemic way.

PROGRAM FRAMEWORK



WHO SHOULD ATTEND

Directors, managers and business people who in search of high-impact updating in Business Management and broadening their networking.

Former participants of FDC open and customized programs will be offered differentiated fees.

KEY BENEFITS

- Offer access to Business Management themes that are being discussed at the most important business schools and the world.
- Promote reflections about emerging themes of great impact in the business world.
- Propitiate the exchange of knowledge by creating a space for sharing business practices, through case analyses and debates with experts and executives.
- Encourage the experimentation of different ways to perceive reality, through workshops that involve creativity, sports, art, science and cooking.

Prof. Daniel Muzika



Prof. Pedro Mandelli



Prof. Georges Blanc



Prof. José Paschoal Rossetti

CONTENT

Keynote speech by Prof. José Paschoal Rossetti, who will present to the results of the survey titled **Trends in Company Development from 2006 to 2010**. This survey was carried out with the 750 biggest companies in Brazil.

Mornings will be dedicated to plenary/videoconference sessions with international professors on leading-edge topics in management.

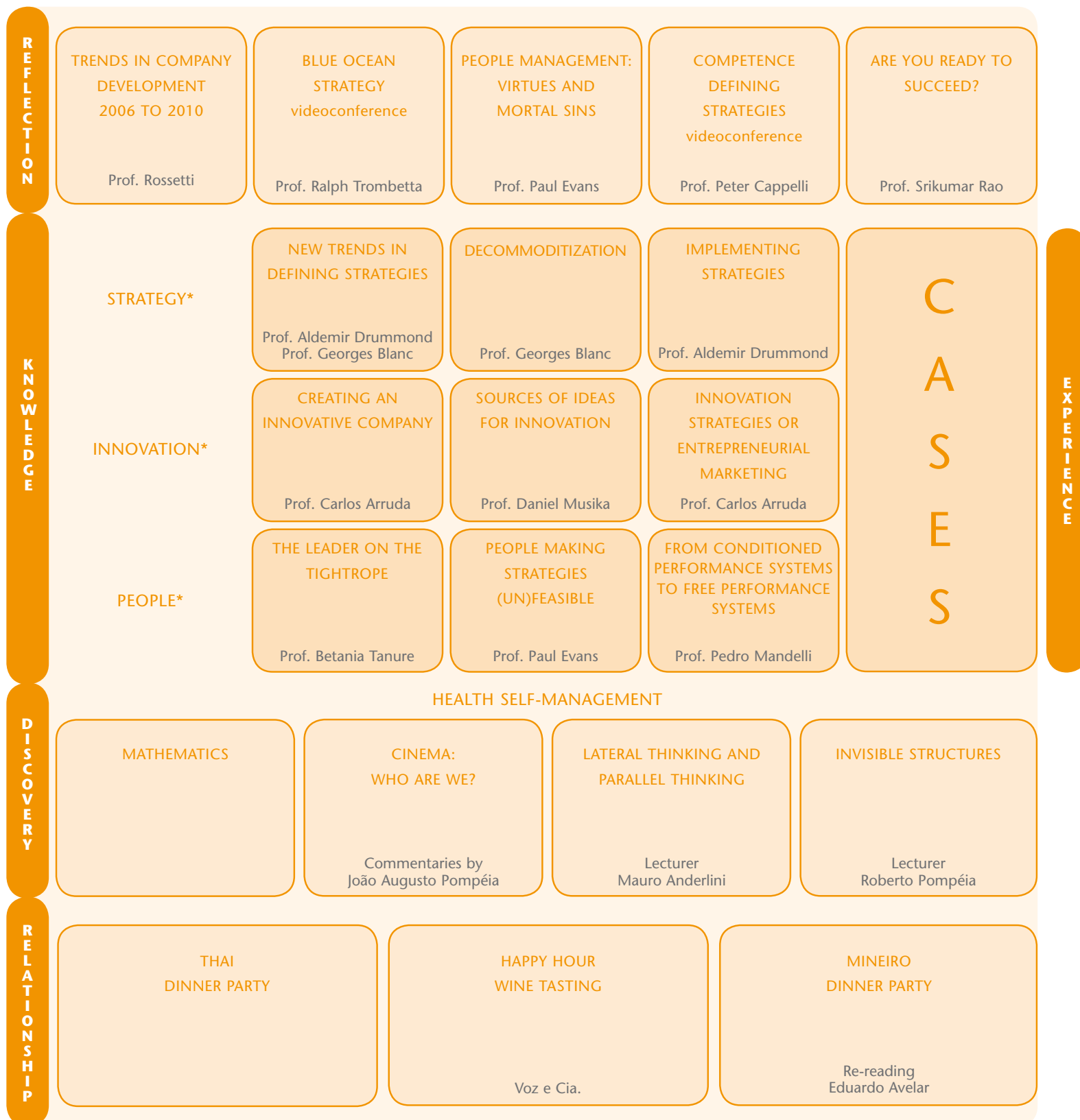
Following that, lectures and case studies focused on **STRATEGY, INNOVATION** and **PEOPLE**.

Late in the afternoon there will be workshops/lectures that will lead to philosophical reflections that will encourage imagination and creativity.

At night, during wine tasting sessions and theme dinners, we will have the ideal chance to build up bonds and strengthen networking among participants.

The closing speech will be made by Prof. Srikumar Rao, a renowned Prof. of **Creativity and Personal Mastery** at Columbia University and at the London Business School, who is also the author of the book *Are You Ready to Succeed?*





* **Simultaneous activities:** participants must choose one of the topics.



TECHNICAL TEAM - 2007

The program's technical team is made up of professors from FDC and from some of the most renowned business schools in the world: Insead, Wharton, Columbia, LBS, HEC and Sauder. Senior executives from large Brazilian companies will also be present for the program.

INTERNATIONAL

Daniel Muzyka (Sauder)

Dr. Muzika is the Dean of the Sauder School of Business at the University of British Columbia (Canada), where he also works as a professor and researcher in the fields of entrepreneurship and strategy. Dr. Muzika has recently taken part in projects in the fields of innovation, entrepreneurship and venture capital. He has taught entrepreneurship and occupied the position of Dean for the Insead MBA program, besides being the director of Insead's 3i Venturelab, a research center dedicated to studying entrepreneurship and venture capital. He has taught at the Harvard Business School and at Babson College. Daniel Muzika has a degree in astrophysics from Williams College, and MBA from Wharton and a DBA from the Harvard Business School.

Georges Blanc (HEC)

Georges Blanc has been a Professor at Fundação Dom Cabral since 1976. He holds Master's Degrees in Law and in Economic Sciences from Université Paris Panthéon/France, 1963, and he was "Professeur Agrégé de L'université" in 1964. Between 1970 and 1971 he attended the "International Teachers' Program" at Harvard. He is the co-founder and Director of the company named "Plus Consultants" – Paris, a professor of Business Policy at the Undergraduate and Doctoral levels and Chaired Professor of Strategy and Organization Change at Groupe HEC, France. Professor Blanc is a researcher and visiting professor at the University of California, Berkeley and at the University of Otago, in New Zealand. He is a professor and consultant for companies in Europe, Latin America, Africa and Asia, and the author of the book "Strategor - Stratégie, Structure, Décision, Identité".

Paul Evans (Insead)

Professor Evans has a Ph.D. in management and organizational psychology from MIT and he is the director of seminars in people management and in human resources management in Asia for Insead. He has also taught programs at Boston University, MIT, l'Université de Montréal, Stockholm School of Economics, the University of Zurich and Cornell University, besides the University of Southern California and the London Business School. His field of research focuses on the career and development of leaders. He co-authored the book *Must Success Cost So Much?* (1980), which is the result of a study that involved over 14,000 executives and has been translated into more than eight languages. His most recent books are *The Global Challenge: Frameworks for International Human Resource Management* (McGraw-Hill, 2002) and *Gestão de Pessoas no Brasil: Virtudes e Pecados Capitais*, co-authored with Betania Tanure (FDC) and Vladimir Pucik (IMD). Professor Evans has been described in print as one of the most influential people in the world in the field of international human resources management.



Peter Cappelli (Wharton)

An Oxford University Ph.D., Prof. Capelli is currently involved in a broad research project about worker characteristics and performance. He has taught at Wharton since 1985. He has also taught at the University of California, Berkeley, the University of Illinois and the Massachusetts Institute of Technology. He has authored several articles, including “ Why Do Employers Pay For College? ”, Harvard Business School Press (2006); “ The New Path to the Top ”, Harvard Business Review (2005). He was elected to the National Academy of Human Resources in 2004; senior counselor to Bahrein (2003-2005); and committee member of the National Academy of Sciences (2003-2005).

Ralph G. Trombetta

Ralph is a senior member of the Value Innovation Network and Founder of Value Innovation Associates (New York). He has over 25 years' experience in business with emphasis on business strategy and growth, strategic management systems and business process reengineering. Additionally, Ralph is an Adjunct Professor of Management at Fordham University in NYC. He previously was a Vice President at Emergence Consulting, a global management consulting firm in Boston, and Principal at Renaissance Strategy, creators of the Balanced Scorecard. During the period of 1984-1994, Ralph worked for IBM in technical and marketing positions and was one of the original members of the IBM Consulting Group. (www.viassociates.com/trombetta.php).

Srikumar Rao (Columbia/LBS)

Prof. Rao has a Phd. in marketing from Columbia University and a degree in physics. He wrote the book Are You Ready to Succeed? (www.areyoureadytosucceed.com), where he teaches tools for deep personal changes and broaches the discovery of the significance of life. His book is the textbook for the course Creativity and Personal Mastery, one of the most sought after at Columbia University (New York) and London Business School MBA programs. Many articles have been written about it (New York Times, Fortune and Business Week). Prof. Rao has extensive executive experience as a business consultant for companies such as Reuters, Citicorp, GTE and Diner's Club. An expert in marketing strategy, he has taught at Verizon, Northrop-Grumman, Symbol Technologies and General Instruments, and also in executive programs at Columbia Business Schools. Prof. Rao writes a column for Forbes magazine and writes about the impact and innovative implementation of leading-edge technology in companies. He also writes for inc., Business 2.0, Hemispheres and Beyond Computing and Training. He is also a member of the American Society of Journalists and Authors.

DOMESTIC

Aldemir Drummond (FDC)

Prof. Aldemir has a PhD in Business Administration from the The Judge Institute of Management Studies, Cambridge University, England, 1997. He has authored books and articles in the fields of International Business, Competitiveness and Organizational Learning and has published articles in academic journals and presented papers at conferences. His research interests lie in the fields of strategy implementation, organizational design and international business.



Betania Tanure (FDC)

PhD from Brunel University, England. She is a Guest Professor at Insead and at Trium (New York University, London School of Economics and HEC). Prof. Betania has an Advanced Postgraduate Diploma in Management Consulting from Henley Management College, England, and a Specialisation Degree in Business Administration from F Leon Bekaert, in Belgium. She has a Specialization Degree in People Management from Insead in France. Author of several books including *Gestão à Brasileira* (The Brazilian Way of Managing), *Fusões e Aquisições: Entendendo as Razões dos Sucessos e Fracassos* (Mergers and Acquisitions: Understanding the Reasons for Failure and Success); and *Fusões, Aquisições e Parcerias* (Mergers, Acquisitions and Partnerships). Co-author, with Spyer Prates, of *O Estilo Brasileiro de Administrar* (The Brazilian Management Style), co-author, with Sumantra Goshal, of *Cultura Organizacional e Cultura Brasileira* (Organizational Culture and Brazilian Culture) and *International Encyclopaedia of Business and Management*, and also co-author, with Paul Evans (Insead) and Vladimir Pucick (IMD), of the book *Gestão de Pessoas no Brasil: Virtudes e Pecados Capitais* (People Management in Brazil: Virtues and Mortal Sins).

Carlos Arruda (FDC)

PhD in International Administration, University of Bradford, Management Centre (UK), he teaches Innovation and Competitiveness and coordinates the Fundação Dom Cabral Innovation Center. Prof. Arruda also coordinates the studies of the IMD World Competitiveness Yearbook and the Global Competitiveness Report of the World Economic Forum in Brazil. He is a member of the Unicon (USA) Curators' Council and of the UNIethos (Brazil) and Arcelor University (Luxembourg) Councils.

José Paschoal Rossetti (FDC)

Professor and researcher at Fundação Dom Cabral in the fields of economics, macro-environment and scenarios and corporate governance. An Economist, he has a postgraduate degree in Business Administration from FEA (USP). Prof. Rossetti has consulted for 30 years in the fields of the analysis of domestic and international economic environments and the building of exploratory scenarios for corporate planning. A former Professor at the Economics Departments at Mackenzie/SP, PUC-SP, PUC Campinas and Escola de Administração de Empresas (Business Administration School) at Fundação Getúlio Vargas in São Paulo (EAESP-FGV). He has authored several books, including *Governança Corporativa : Fundamentos, Desenvolvimento e Tendências* (Corporate Governance: Foundations, Development and Trends), co-authored with Adriana Andrade; *Economia Monetária* (Monetary Economics), co-authored with J. C. Lopes, (8 editions); *Contabilidade Social* (Social Accounting) (7 editions); *Economia de Mercado: Fundamentos, Falácias e Valores* (Market Economy: Foundations, Fallacies and Values); *Transição 2000: Tendências, Mudanças e Estratégias* (Transition 2000: Trends, Changes and Strategies), co-authored with L. Gaj, L.C.Q. Cabrera and M. Cobra; *Política e Programação Econômicas* (Economic Programming and Policy) (5 editions); *Economia Brasileira* (Brazilian Economy) (4 editions). He has published over 200 articles.

Pedro Mandelli (FDC)

Managing-partner at Mandelli Consultores Associados, a company that designs and leads change processes in organizations. Prof. Mandelli teaches in the fields of organizational models, change processes, leadership and people development. He is a professor at the executive development center at Instituto Mauá de Tecnologia in the fields of people management and performance. He is a guest professor at Fundação Getúlio Vargas in continuous education programs. He wrote for the business magazine published by Editora Abril from 1999 to 2004. Prof. Mandelli authored the book *Muito além da Hierarquia* (Way beyond Hierarchy) (8 editions) and is the co-author of the book *A Disciplina e a Arte da Gestão das Mudanças* (The Discipline and Art of Change Management) (4 editions). He has also published articles on organizational change, innovation, leadership and career.

REGISTRATION / SELECTION

Registration

Registration is open until April 28, 2007. After this date, registrations can only be accepted if there are places still available.

Cancellations

Cancellations will be accepted only up to 30 days prior to the start of the program. Late replacements will be accepted provided that the candidate's profile suits the program.

Selection process

Applicants for FDC executive development programs undergo a judicious selection process through which registration forms are carefully analyzed. Our objective is to set up groups that are homogeneous as to their level and diversity in experiences and thus allow companies and participants to engage in a fruitful process of exchanges and learning. Should the Leading-edge Management Program not be the most suitable program for an executive, FDC will suggest a more suitable one.

UPCOMING SESSIONS / VENUE

May 14 through 18 – FDC, Aloysio Faria Campus, Nova Lima, MG.





FUNDAÇÃO DOM CABRAL



DEVELOPING EXECUTIVES AND COMPANIES

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