

The *Greenbrier*[®]
America's Resort

WHITE SULPHUR SPRINGS . WEST VIRGINIA 24986 . 304.536.1110 OR 800.624.6070 . WWW.GREENBRIER.COM

LEAD THE WAY.

EXECUTIVE EDUCATION



LEADERSHIP + CHANGE OFFERED EXCLUSIVELY AT THE GREENBRIER



L E A R N

Leadership+Change, an exclusive executive development series to be offered by *Lead the Way, Inc.* at *The Greenbrier*

For the first time, corporate America has the opportunity to discover first-hand the leadership secrets of US Army Ranger and Special Forces warriors.

Leadership+Change, an exclusive executive development series to be offered at *The Greenbrier*, will equip you with leadership principles and techniques that have proven successful in the crucible of combat. They provide you with the practical tools that you can put to work in your organization immediately.

This unique training will increase your effectiveness under pressure and reduce the stress in your office suite. It will allow you to initiate and lead change, as well as create positive momentum throughout your organization. From start to finish, this unique seminar and its elite warrior trainers will engage you and give you a distinct competitive advantage in your marketplace.

Leadership+Change is a perfect balance of classroom instruction, practical application and field exercises, designed to give you an unmatched opportunity to learn by doing.

EXPERIENCE

Leadership development and change management principles have never felt so real. Put aside academic theories and windy seminars. This series will challenge you to:

- *test your mastery of our principles in a neutral environment*
- *learn by doing*
- *take ownership of the most effective techniques.*

Lead the Way, Inc. trainers have proven their leadership abilities under fire. Today, their passion is teaching executives the skills that will provide them with the same dynamic leadership capabilities.





P E R F O R M

Graduates of *Leadership+Change* will gain a competitive advantage that cannot be duplicated through the avenues of traditional corporate education. Executives will experience and develop real-world leadership skills through practical application and self-discovery. No other program can match the relevance that is the foundation of this dynamic learning experience. Unlike cookie-cutter seminars, available through traditional learning centers, this series sets a new standard for innovation, practical application and workplace results.

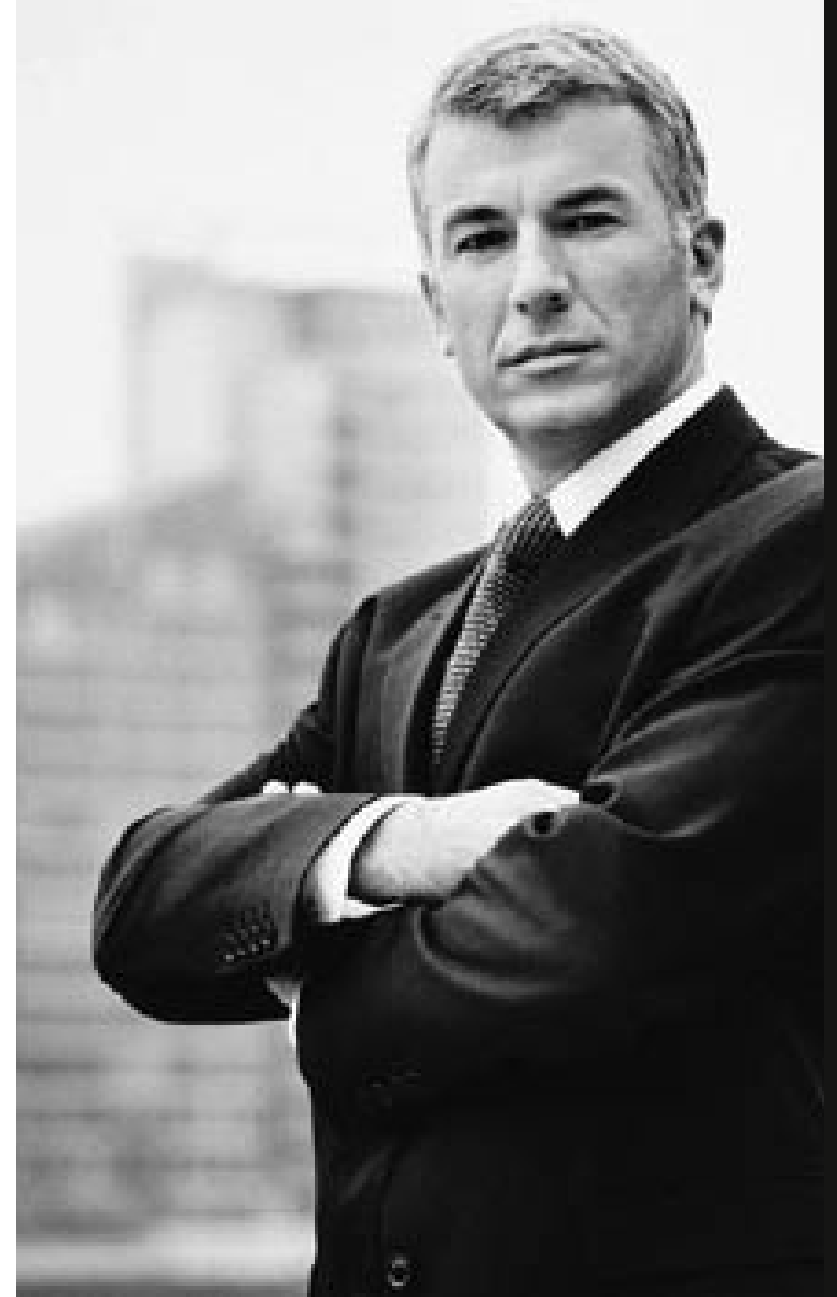
Executives participating in the course will combine physical and intellectual resources in reaching personal leadership goals. In addition to classroom and outdoor experiences, guests will have time to enjoy the spacious accommodations and the many amenities offered throughout the 6,500-acres of America's Resort.

The week spent with our elite warrior team will help you master the most advanced techniques in transforming time sensitive decision making into competitive advantages. Our program is set apart by the relationships forged between our instructors and participants, and the follow-up conversations to ensure success.

For more information, please call Ann Walker at 800.675.1759 or e-mail her at ann_walker@greenbrier.com.

A TYPICAL AGENDA *(subject to customization)*

Sunday	p.m.	Introduction to <i>Leadership + Change</i>
Monday	a.m.	Be. Know. Do. <i>Leadership Principles for Executives</i>
	p.m.	Resilience: <i>Effective Change in Your Organization</i>
Tuesday	a.m.	The Warrior Code. <i>Character and the Executive</i>
	p.m.	Transformational Leadership
Wednesday	a.m.	Leadership Secrets of Army Rangers
	p.m.	The Mangudai Way: <i>David Grange</i>
Thursday	a.m.	The Mangudai Way: <i>David Grange</i>
	p.m.	Developing Your Leadership Story
Friday	a.m.	Change and the Principles of Warfare





EXPERTISE

Lead the Way, Inc. professionals have tested their abilities from the mountains of Afghanistan to the deserts of Iraq, as well as in the lecture halls at West Point. Our instructors have facilitated world-class leadership development for Fortune and Global 100 companies in such fields as:

- *Communications*
- *High Technologies*
- *Financial Services*
- *Manufacturing*
- *Pharmaceuticals*

In addition, our team leaders have honed their skills teaching and lecturing at several of the country's premier military institutions including:

- *The Joint Special Operations Command, Ft. Bragg, North Carolina*
- *Headquarters, US Marine Corps, Quantico, Virginia*
- *Naval Special Warfare Command, Coronado, California*

B E . K N O W . D O .

Lead the Way, Inc. course directors are master educators from America's warrior culture. In the classroom, the field and the psyche, they will launch you on a profound, lifelong leadership journey.

David Grange, (Brigadier General, US Army, Ret.)

David is executive vice president and chief operating officer of the Robert R. McCormick Tribune Foundation and a veteran of 30 years of service in the U.S. Army. In that position, he served in Germany, Bosnia, Macedonia, and Kosovo. He retired from military duty as commanding general of the First Infantry Division, known as "The Big Red One." During his military career, General Grange served as a Ranger, Green Beret, Aviator, Infantry, and as a member of Delta Force. Assignments and conflicts took him to Vietnam, Korea, Grenada, Russia, former Warsaw Pact countries, Central and South America and the Middle East. David also is a national security analyst for CNN, WGN-TV and Radio and CLTV. A Long Island, New York, native, Grange holds a bachelor's degree from North Georgia College and a master's from Western Kentucky University. He is married, and he and his wife, Holly, have two sons and reside in Wheaton, Illinois.

Joe LeBoeuf (Colonel, US Army, Ret.)

Joe retired as the director of leadership instruction at West Point. He is recognized as the contributing author and reviewing editor of the US Army's leadership manual, FM22-100. Colonel LeBoeuf is an international authority on Leadership Development.

A Ranger-Qualified U.S. Army officer and Ph.D. in Industrial Organizational Psychology, Joe recently designed the Leadership Development Initiative for the Army on behalf of the Chief of Staff. Joe also redesigned and led the Military Leadership Course at West Point from 1998-2002. That course was labeled the "flagship course" by the dean of the academy.

ENJOY THE GREENBRIER'S MANY AMENITIES

Participants in the *Leadership+Change* program will have the opportunity to enjoy many of The Greenbrier's more than 50 activities while attending the course. Our 6,500-acre estate provides the perfect environment for relaxation and recreation, both indoors and outdoors.

There are three championship golf courses ranked among the best in the world, as well as:

- *indoor and outdoor tennis*
- *indoor and outdoor swimming*
- *horseback riding*
- *fly fishing*
- *sporting clays*
- *skeet and trap shooting*
- *mountain biking and hiking, and much more*

The Greenbrier Spa offers the ultimate in restoring balance to your life in body, mind and spirit. Traditional and time-honored services of soaking, Scotch sprays and Swiss showers are among the most popular services provided, along with a wide selection of new treatments and programs like the therma stone massage, Kate's Black Walnut Scrub and Moor Mud treatment.

While staying at The Greenbrier you also will have our wi-fi environment and Black Berry service at your fingertips so you can keep in touch with anyone in the world. Our complete business center also is available for your general business needs.

