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Founder, Board Advisor & Co-Author, *Building Better Boards*

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David Small
VP, Global Talent Mgt. & Leadership Institute
McDonald's Corporation

Alan M. Webber
Editor, Author, Columnist.
Founding Editor, *Fast Company Magazine*

The Context for the FrED Forum

Given the traumas, challenges and opportunities of our times, it is clear that today's supply of exceptional leaders is far outstripped by demand. We are in a period of immense challenge, attributable to such forces as unprecedented economic turmoil and worldwide environmental implosion. Clearly, outstanding leadership is imperative in our business, government and social sector institutions. An obvious corollary is that fresh, inspired and inspiring ideas are required for the development of those leaders. With so much at stake, the time is ripe to advance new and compelling solutions to the fields of leadership and executive development*

In this spirit, FrED (*The Future of Executive Development*) will host a yeasty collection of outstanding pioneers, thought leaders and role models for the purpose of exploring leadership prospects and possibilities visible on, and beyond, the horizon.

FrED Mission

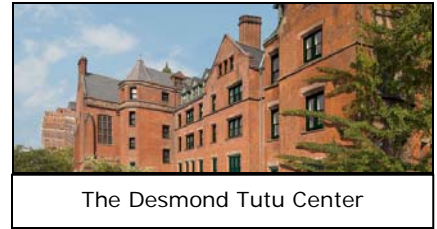
To significantly improve the quality of leadership in the world through innovation in executive development

FrED Forum Objectives

- To surface, explore and showcase the most cutting-edge innovations in the field of leadership and executive development in the world today
- To share the experience, insights and wisdom offered by wise, exemplary leaders in the field; to honor and celebrate their contributions and their legacies
- To collaborate on imagining and designing the kinds of leadership that will be needed to make a better world. Our goal is nothing less than to help shape the future through extraordinary executive development

**Note: Executive Development refers to the development of senior leaders, i.e., C-Level executives, the presidents/heads of business units and their direct reports, and the feeder pool of high potential leaders being groomed to fill those positions*

Forum Program/Content



Forum Framing: The Fierce Urgency of Now



Alan Webber, cofounder of *Fast Company Magazine* and former editorial director and managing editor of the *Harvard Business Review*, will set the framework and context for the Forum.

FrEDy Innovation Award Presentations

Inspiring, stimulating presentations on the most exceptional, innovative work being done today. Nominations for the most outstanding examples of executive/leadership development efforts will be solicited prior to the Forum. The best-of-the-best will be selected in various categories of programs/processes addressing issues such as: building trust in senior leadership, environmentalism, the global economic/financial crisis, increasing transparency, etc. Short, hard-hitting presentations on the winning programs/processes will be showcased throughout the first two days of the Forum.

Lick-Wilmerding High School: A Private School with Public Purpose



Led by Al Adams, LWHS is distinguished and distinctive in the school world. Al will tell the 20-plus year story of how they've 1) developed a "head, heart, hands" philosophy through rigorous academics, the arts and athletics to produce whole, well-rounded graduates; 2) created "access and an inclusive community" to produce a diverse independent school that reflects the real world of today and the emergent world of tomorrow; and 3) became acknowledged as the national "gold standard" in the realm of *private schools with public purpose*. In addition to robust student immersion in community service, the school itself models strong and strategic institutional leadership in developing public/private partnerships. These commitments reflect the LWHS essential purpose: "Our ultimate aim, through our students and our

graduates and by our school's role as a community leader, is to make the world a better place."

Discovering What Matters



In a shifting world, it is imperative that individuals, leaders and their organizations "discover what matters", especially what motivates the emergent workforce. In times of change, we go "higher" and "deeper" and, ultimately, go to the "constants", what does not change! Richard Leider, Founder and Chairman of The Inventure Group, will present these and other key highlights from *Discovering What Matters: Balancing Money, Medicine and Meaning*, the new MetLife Mature Market Institute Study, and the relevance to Executive Development.

Building High Performance Boards



Bev Behan, founder of *Board Advisor* and co-author of the book, ***Building Better Boards; A Blueprint for Effective Governance***, will lead a panel discussion covering optimizing Board effectiveness, working effectively with the Board, and Board engagement in executive development. Bev will call on her personal experience in working with more than 85 Boards, and the panel will be made up of individuals with Board experience.

FrED Leadership Award honoring Frances Hesselbein



One of the important goals of FrED is to identify, recognize and celebrate pioneers, thought leaders and role models who have made outstanding contributions to the fields of leadership and executive development. The awards ceremony will be a key feature of the FrED Forum. The Gala awards reception and dinner will celebrate the first honoree, Frances Hesselbein, Chairman of the Board of Governors, Leader to Leader (formerly the Peter F. Drucker Foundation). Frances was previously The CEO of the Girl Scouts of the USA, and was awarded the Presidential Medal of Freedom, the United States of America's highest civilian honor in 1998.

Doing Business in the Age of conscious Capitalism



At this time of economic dislocation, we have the opportunity to re-think the role and purpose of business in society. In order to emerge stronger and more sustainable, business needs a strategy for change, not a return to the status quo. A broad change may be underway in the nature of the economy and capitalism itself. Dr. Rajendra S. Sisodia, Professor of Marketing at Bentley University, will describe this shift towards an age of “conscious capitalism,” the strategies of well-known companies that understand these new realities, and change-management processes for surviving and thriving. Raj will profile organizations that have broadened their purpose beyond the creation of shareholder wealth to act as agents for the larger good.

Leadership Expeditions



The participants will be divided into four teams to conduct “field research” into different non-business situations where there are potentially significant learnings about education/development, leadership, private/public collaboration, etc., through immersion in those organizations, e.g., We might visit a charter school operated by the Harlem Children’s Zone to meet with the children, as well as founder and president Geoffrey Canada. These “no excuses” schools are producing miraculous results, confounding Harvard economist Rolan Fryer who states that the results of his study of the schools has “...changed my life as a scientist.” What can we learn from these children, from these schools and how they develop the children, and from this exemplary leader, Geoffrey Canada?

After the teams return, each will debrief and then “teach” the full group, sharing their key insights and “lessons learned”. Then the full group will discuss the experience to identify the cross-team insights and common themes and how they might be applied to developing senior leaders.

Leaders Make the Future



We will draw on the latest ten-year forecast from the famed Institute for the Future (IFF) to explore the external forces that are shaking the foundations of leadership. IFF Distinguished Fellow Bob Johansen will also present the ten critical new skills that will be required in the future based on the Forecast. In a working session, Forum participants will then be immersed in identifying additional skills they believe will be critical for future success and determine how to develop the kind of leadership and leaders needed -- to shape the future of executive development.

FrED Forum Sponsors

Our Sponsors support the mission and spirit of FrED and their contributions go towards defraying the costs of organizing and conducting the FrED Forum and Leadership Awards. No salaries are paid to FrED staff.



Tuck **Executive Education** at Dartmouth

Thought leadership. Business results.