Leadership in Turbulent Times

MODERN VIEW OF LEADERSHIP AS EFFECTIVE MANAGEMENT IN TURBULENT TIMES

SEVEN 2-DAYS SEMINARS

FIRST JOINT OPEN ENROLLMENT PROGRAM OF GRADUATE SCHOOL OF MANAGEMENT SAINT-PETERSBURG STATE UNIVERSITY AND THE FUQUA SCHOOL OF BUSINESS DUKE UNIVERSITY (BEEN RANKED NUMBER THREE IN THE WORLD FOR COMBINED RANKING OF CUSTOM AND OPEN ENROLLMENT PROGRAMS BY THE FINANCIAL TIMES)

UNIQUE ALLIANCE OF EMINENT REPRESENTATIVES RUSSIAN AND FOREIGN WORLDWIDE RECOGNISED SCHOLARS

Getting Ready for the Market Take-off
Graduate School of Management
Saint-Petersburg State University

GSOM today is the most internationally recognized Russian business school, the only Russian member of the Community of European Management Schools (CEMS) and Partnership in International Management (PIM).

The highly successful GSOM Executive MBA program is AMBA accredited.

The school offers a diversified portfolio of degree and non-degree programs and serves as the leading centre of research in management.

In 2008 according to the EDUNIVERSAL ranking, ‘4 Palms’ were granted to the GSOM as the evidence of its international recognition.

The strategic partners of GSOM include The Fuqua School of Business Duke University, Haas School of Business, UC Berkeley and HEC School of Management, Paris (France). 27 top world business schools are academic partners of GSOM.

The faculty is comprised of full-time Russian and international professors from partner institutions, and prominent experts in their business sectors, all of which brings together globally recognised academic talent with years of experience in management practice.

The Fuqua School of Business
Duke University

The Fuqua School of Business at Duke University has established itself as one of the leading business schools in the world. The school is ranked among the top 10 U.S. business schools.

Annual enrollment in Fuqua’s degree programs is more than 1,300. These programs include a full-time MBA, three executive MBAs, a PhD in Business Administration, and a Master of Management Studies program in Foundations of Business.

Duke’s non-degree executive education has been ranked among the best in the world by the Financial Times for the last six years, offering a comprehensive range of both open enrollment and customized management development programs for individuals and organizations worldwide.

The faculty are preeminent scholars recognized worldwide for their excellence in both research and teaching and were ranked number one in the US for intellectual capital last year by Business Week magazine.
LEADERSHIP IN TURBULENT TIMES

The leader must think strategically about the future of the enterprise, lead change and execute strategy in a way that builds business. This means looking at the value propositions for new markets, getting close to the customer to build loyalty, creating a high performing culture and leading a winning team to success.

PROGRAM STRUCTURE

- The program consists of seven 2-days seminars
- Participants will gain valuable experience, benefitting from both an American and a Russian approach to building strong leadership potential, to help create a competitive advantage.

You may participate in all suite or chose those seminars you are the most interested in.

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<thead>
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<th></th>
<th>1 Leading Change</th>
<th>October 30-31 2009</th>
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<td></td>
<td>2 Strategic Leadership</td>
<td>December 2009</td>
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<td>3 Strategy Execution</td>
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<td>4 New Offerings for New Markets</td>
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<td>5 Customer Centricity</td>
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<td>6 Creating a High Performing Culture</td>
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<td>7 Building the Winning Team</td>
<td>June 2010</td>
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COST

- $ 2 000 + VAT per participant per each seminar
- $ 12 000 + VAT per participant for all program
- The price includes all course materials, coffee breaks and lunch during the seminar
Who should attend:

- Senior executives and line managers who lead significant operations
- Senior managers who want to become more effective at leading change in their businesses
- Functional specialists who want to broaden their capabilities general management
- Public sectors employees who want to understand how business works

Faculty

The Faculty of the Program unites the best professors from Graduate School of Management SPSU and Duke University's The Fuqua School of Business. Business-experts and consultants contribute unique practical experience within each seminar.

All professors share with participants numerous practical examples and business-cases they have gained during close cooperation with leading international and state companies.

Details

Program Dates
October 2009 – June 2010

Venue:
Russia, Saint-Petersburg, Graduate School of Management, Arthur Schultz building, Volkhovsky per., 3

Admission
To participate please contact Center for Corporate Programs Graduate School of Management

Ksenia Kravchishina
Manager for Corporate Programs
Kravchishina@gsom.pu.ru
+7 812 323 84 49

or fill-in the application form on-line
www.gsom.pu.ru/en/exed

Graduate School of Management
St.Petersburg State University
www.gsom.pu.ru
3, Volkhovsky per.,
Saint-Petersburg, Russia

The Fuqua School of Business
Duke University
www.ee.fuqua.duke.edu
1 Towerview Drive, Box 90120
Durham, NC 27708-0120 USA
LEADING CHANGE

First seminar of the Program «Leadership in turbulent times»

- Development of leadership potential
- Contemporary management styles
- New level of managing companies

Seminar Structure

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<tr>
<th>Different changes, Different leadership</th>
<th>Strategic Agility</th>
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<td><strong>Four types of Change</strong></td>
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<tr>
<td>Types of Change</td>
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<td>Different leadership skills to match the type of change you are leading</td>
<td>Strategic Agility</td>
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<td>The capacity to be alert to changes in the environment and to respond to them appropriately</td>
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<td>Reaching high performance in the most stressful of changing circumstances</td>
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<th>Leadership to Match Change</th>
<th>Action Planning</th>
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<td>Personal resources of the leader for successful management activity</td>
<td>Making the right “sticky steps” to follow to embed change in organizations</td>
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<tr>
<td>Analysis of the characteristics of the leader</td>
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<tr>
<td>Comparing leadership styles and effectiveness</td>
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Seminar methodology: lectures, discussions, trainings, team work.
Business – simulations:
- Apollo 13 - the simulation is (aimed) to explore how trams (teams) can reach high performance in the most stressful of changing circumstances.
- GE Workout process - planning the right “sticky steps” to provide changes

Program Dates
October 30-31 2009

Venue
Russia, Saint-Petersburg, Graduate School of Management, Arthur Schultz building, Volkhovsky per., 3

Language
Russian and English (Simultaneous translation)

Admission
Ksenia Kravchishina, Manager for Corporate Programs
Kravchishina@gsom.pu.ru
+7 812 323 84 49

Or fill-in the application form on-line
www.gsom.pu.ru/en/exed

Certificate
All participants will receive a certificate of GSOM and The Fuqua School of Business Duke University

Cost:
$ 2000 + VAT 18% per participant
The price includes all course materials, coffee breaks and lunches during the seminar

Next seminar of the program «Leadership in turbulent times»

Strategic leadership
December 2009
**LEADING CHANGE FACULTY**

**LIZ MELLON**

Executive Director at Duke Corporate Education and Senior Advisor Emerging Markets to the Duke Fuqua School of Business. A leadership teacher by background, she has four specialisms: Design and delivery of leadership education at executive and board level; Diagnostic skills; Thought leadership; Non-profit work.

Elizabeth works with a wide range of clients, from mining to energy. She works (and has worked) with a number of financial institutions, including HSBC, Credit Suisse First Boston, J P Morgan, Barclays, BNP Paribas, Standard Chartered Bank, Deutsche Bank, Standard Bank and Morley Fund Management. Other clients include Rio Tinto, Unilever, Deutsche Post DHL, Shell and BP. Her current research is in the mindset required to become a C Suite executive.

Before joining Duke Corporate Education, Liz was Professor of Organizational Behavior at the London Business School. She taught core courses in leadership in both the MBA and Executive MBA programs, as well as a wide range of open enrolment and custom designed executive education programs. She also taught in, and directed, the School’s Global Consortium Program, a tailored development initiative across three continents for senior managers from six global companies: BT, LG, Lufthansa, Oracle, Standard Chartered Bank, and SKF. 

Previously, in her career with the UK Government, she ran a Government Minister’s office, acted as an OECD negotiator and was an expert advisor to a Government Committee.

**Educational Background**

Ph.D. London Business School  
MBA London Business School  
BA, Politics and Economics with French and German

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**ANASTASIA CHANKO**

Associate Professor of the Organizational Behavior & Human Resources Management Department at Graduate School of Management Saint-Petersburg State University. 
Executive Coach, The Executive Coaching Haas School of Business, University of California, Berkeley (USA)

Anastasia’s teaching is currently focused on Executive MBA and custom and open enrollment programs on the topics of organizational behavior, team development and business communication.

She designs and delivers various programs at executive level. She works with Sberbank, Russian Railways, Ilim Group, Marvel, Eurosib Group, Baltika Brewery, VTB 24, etc.

Before starting her career in academia, Dr. Chanko worked as a senior manager in the consulting company, both as a consultant and business trainer and conducted different training programs and consulting projects for NGO, government and business organizations. She also served as personal coach for top-managers in the areas of corporate training and personnel development. She is the author of several case studies, more than 20 academic articles (not including working papers and conference presentations). 

Dr. Chanko’s academic research focuses on studying of the managerial teams and organizational culture.

**Educational Background**

PhD, London Business School  
MBA, London Business School  
BA, Politics and Economics with French and German

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**ARTEM MENUMEROV**

Consultant on organizational development at Graduate School of Management Saint-Petersburg State University  
Development Director at “Master training” training company

Business-trainer on Executive MBA and custom and open enrollment programs at GSOM on leadership, organizational behavior and team development.

Personal consultant on business communications on board level.

Artem designs and delivers various educational programs at executive level for Sberbank, Russian Railways, VTB 24, Gazprom Neft, etc.

Business-trainer on projects on Organizational Behavior, Business Communications and Change Management.