



**PRELIMINARY AGENDA**

Tuesday, June 26, 2007

7:00 am—8:00 am

**Registration and Breakfast**

8:00 am—8:10 am

**Welcome**

Andy Serwer  
Managing Editor  
FORTUNE

Geoff Colvin  
Senior Editor at Large  
FORTUNE

Marc Gunther  
Senior Writer  
FORTUNE

8:10 am—9:30 am

**The New Science of Leadership**

Recent research into the science of human emotion provides new insight into understanding the impact of emotions on the organization. How do the leader's emotions affect others in the organization? How do the best leaders use their understanding of human emotion to create an environment where everyone is motivated to succeed and offered rewards they value?

Daniel Goleman  
Psychologist and  
Author, *Emotional Intelligence* and *Social Intelligence: The New Science of Human Relationships*

9:30 am—10:00 am

**NETWORKING BREAK**

10:00 am—10:35 am

**FORTUNE Interviews a CEO**

Gary C. Kelly  
Chief Executive Officer  
Southwest Airlines

Interviewer:  
Geoff Colvin

10:35 am—11:25 am

**Aligning Talent to Meet Business Goals**

As business goals shift to meet market demand, needs for talent change by geography, skills, and experience. Market leadership goes to the company with leaders who understand how to deploy the right talent in the right place. What do the best organizations do to ensure that their talent pool is aligned with their future business needs?

Steve Kerr  
Senior Advisor  
Goldman Sachs

Jeffrey D. Bucklew  
Manager, Executive Development  
GE

Moderator: Geoff Colvin

11:25 am–12:00 noon

### **Leadership in Response to a Crisis: JetBlue**

When a major storm hit the east coast on Valentine's Day, 2007, leaving JetBlue passengers stranded on planes for hours, the airline was plunged into a crisis. CEO David Neeleman responded immediately with a public apology, an appearance on Letterman, and assurances that the system's deficiencies would be thoroughly addressed. Crises like these are a test of leadership. How do leaders prepare to address and recover from major failures? What are the lessons to be learned from JetBlue's response to the Valentine's Day storm?

David Neeleman  
Chairman  
JetBlue

Interviewer:  
Marc Gunther

12:00 pm–1:30 pm

### **NETWORKING LUNCH**

Participants will be asked to select an area of interest and will be assigned tables at lunch for a facilitated discussion with other participants about that topic.

1:30 pm–3:00 pm

### **CONCURRENT WORKSHOP SESSIONS**

Participants will register in advance for one of four workshop sessions.

#### ***a. Using Metrics to Drive Employee Engagement and Business Performance: The Intuit Story***

Intuit's CEO knew instinctively that talented and engaged employees would drive the company's business performance. In this session, speakers will address how Intuit

used measurements of employee engagement to improve business performance. They will share the tools and techniques they used and provide guidance on how the same approaches can be applied in various business environments.

Eric Hummel  
Vice President, Talent Development  
Intuit

Craig Ramsay  
Senior Leader, Workforce Research  
Intuit

### ***b. Talent Checkup: Aligning Leadership Programs with Business Objectives***

Is your executive leadership program aligned with your business needs? Are your programs turning out executives who are prepared to take your business into the next generation of competition? How can the right leadership initiatives drive business results? In this session speakers will present a case study of an integrated leadership development and change initiative that was integral to achieving top- and bottom-line growth.

Gurnek Bains  
CEO  
YSC

Eliana Zem  
Senior Vice President, Human Resources  
Diageo North America, Inc.

### ***c. Leading Innovation***

In most industries, innovation is a do or die imperative. But what are the best approaches to leading innovation? Creating the conditions for innovation to flourish is far more important than mastering individual innovation projects. How can a leader create and channel a relentless spirit of innovation in the organization? What are the seven points of leadership that are critical in leading innovation?

Matt Kingdon  
Chairman  
?What If!  
The Innovation Company

Michael O'Keefe  
Head of Innovation and Leadership Culture (USA)  
?What If!  
The Innovation Company

Meldrum Duncan  
Co-founder & MD  
?What If!  
The Innovation Company

Jennifer Ebert  
Head of NPD & Brand Development  
?What If!  
The Innovation Company

Jeff Semenchuk  
Executive Vice President  
Head of Growth Ventures and Innovation  
Citi Global Consumer Group

#### *d. Top Companies for Leaders*

Hewitt Associates has researched top companies for leaders for five years and determined that the top companies have created a total 'talent supply chain' by focusing on three simple, but difficult to execute, principles: CEO and Board involvement in the development of the talent supply chain; a maniacal focus on the best talent; good leadership program done well. They'll share their research results in-depth and shed light on what works, what doesn't, and why.

Jason Jeffay  
Principal and North American Practice Leader,  
Talent and Organization Consulting  
Hewitt Associates

3:00 pm—3:30 pm

#### **NETWORKING BREAK**

3:30 pm—4:05 pm

#### **Leadership Perspectives: United States Army**

The US Army has a highly developed program and culture for building leaders. At the same time it is faced with a rapidly changing environment and a shifting set of challenges. What can corporations learn from the Army's culture of leadership, ability to adapt to shifting environments, and balance of tradition and adaptation?

George W. Casey, Jr.  
Chief of Staff  
United States Army

Interviewer: Andy Serwer

4:05 pm—4:40 pm

#### **Leadership Perspectives: Union/Management Partnerships**

American Airlines and TWU Local 514, the union representing workers at the airline's Tulsa maintenance hub, partnered to

create a new line of business for the airline while saving hundreds of union jobs. In the process, leaders of both organizations modeled new forms of behavior and new ways of thinking. What can workers and management learn from their experience?

Dennis Burchette  
International Vice President  
Transport Workers Union

Carmine J. Romano  
Vice President, Tulsa Base Maintenance  
America Airlines

Moderator:  
Marc Gunther

4:40—5:30 pm

**The Ultimate Executive Office: Leadership in the White House**

Doris Kearns Goodwin  
Author, *Team of Rivals: The Political Genius of Abraham Lincoln*

5:30 pm—7:00 pm

**NETWORKING RECEPTION**

### **Wednesday, June 27, 2007**

7:30 am—8:30 am

**CONCURRENT WORKSHOP SESSIONS**

Participants will register in advance for one of four workshop sessions.

***a. Leading Talent through Trust: The Best Buy Initiative***

Best Buy's research showed that what their employees wanted most from the company's leadership was trust. They wanted to be trusted to do their work well, while having their own personal lives. Based on this research, the company developed a "No Meetings, No Schedules" program, which gave greater flexibility to employees. This session will be led by the women who implemented Best Buy's "No Meetings, No Schedules" initiative at the corporate level, with plans to take it to individual stores.

Cali Ressler  
Co-Founder  
CultureRX

Jody Thompson  
Co-Founder  
CultureRX

***b. Mass Career Customization***

This concept encompasses structure and a systematic approach that enables organizations to correlate employees' talents, career aspirations, and evolving life circumstances in ways that match up with the enterprise's marketplace strategies. Successful implementation results in increased employee job satisfaction and loyalty and greater potential for long-term relationships with higher performing employees.

Cathleen Benko  
National Managing Partner, Talent and  
Lead Client Service Principal  
Deloitte Consulting

***c. Optimizing Human Capital Across Organizational Boundaries***

Not only do today's businesses need to look at talent as their competitive differentiator, but without looking at talent, they can't be truly global. Talent management leadership today is about optimizing human capital resources across organizational boundaries. This requires an integrated strategy and extensive collaboration across the various operational silos that have a role to play in optimizing human capital -- including compensation, diversity, talent management, leadership development, etc. This workshop will discuss a vision of the global talent marketplace that is a supply and demand business -- it's all about allocating resources, knowing where your talent is and deploying the 'right' people in the right place, etc. Workshop participants will learn how companies can operationalize talent management and what it means for developing the kind of leaders this new talent-focused world demands.

Jodi Starkman  
Director, Global Talent Management  
ORC

***d. Executing a Bold—and Risky—Strategic Plan***

At this workshop you will hear from one of the leaders of MGM MIRAGE's CityCenter, going up on the Strip in Las Vegas now. Over 18 million square feet designed by 8 of the world's best architects comprising 4,800 luxury hotel rooms, 1,106 condos, 1,543 condo hotel rooms and 500,000 square feet of retail space, it is by far the largest mixed-use development Las Vegas

has ever seen—at a time when some think the city is long past its boom. At \$7.4 billion, hear how this vision was sold to stakeholders and how the team was put in place to execute this bold—and risky—strategic plan. Gain insights as to why this project was a “go” despite doomsayers and retreat of competitors. More than a third of the way through the project now, Mr. Dennis will assess decisions that are proving crucial to success and several that needed to be re-evaluated.

Tony Dennis  
Executive Vice President  
Residential Division, CityCenter  
MGM MIRAGE

8:45 am—8:55 am

### **WELCOME BACK**

Geoff Colvin  
Marc Gunther

8:55 am—9:30 am

### **FORTUNE Interview: Evolving Profiles of Leadership**

In his thirty-year career as an executive recruiter, Gerry Roche has worked with hundreds of corporations and their boards and placed many high-profile CEOs. How have models and profiles of leadership changed over time? What trends are emerging in how boards define the profile of CEOs and senior executive leadership? How is the private equity boom impacting leadership in public companies?

Gerry Roche  
Senior Chairman  
Heidrick & Struggles

Interviewer:  
Geoff Colvin

9:30 am—10:20 am

### **Do You Know Where Your Talent Is? Attracting and Retaining Top Talent**

As business goals shift to meet market demand, needs for talent change by geography, skills, and experience. Market leadership goes to the company with leaders who understand how to deploy the right talent in the right place.

Judy Pahren  
SVP Development and Diversity  
Capital One

Kevin Wilde  
Chief Learning Officer  
General Mills

Kris Manos  
Executive Vice President, North American Office Learning  
Environments  
Herman Miller

Moderator:  
Geoff Colvin

10:20 am—10:45 am

**NETWORKING BREAK**

10:45 am—11:20 am

**FORTUNE Interviews a CEO**

Daniel DiMicco  
Chairman, President, and CEO  
Nucor Corporation

Interviewer:  
Marc Gunther

11:20 am—12:05 pm

**Mirroring Markets: Grooming Global Leadership  
Teams**

Executives with operating experience and the cultural savvy who can lead global organizations are in particularly high demand. What is the profile of a global leader? What skills and experience are needed to lead the global enterprise? How do the best organizations reach across cultures and markets to field a truly global leadership team?

Mary Fontaine  
Managing Director, Global Leadership and Talent Service  
Lines  
Hay Group

Hugh R. Roome  
President  
Scholastic International

Brian Schipper  
Senior Vice President  
Human Resources  
Cisco Systems, Inc.

Moderator:  
Geoff Colvin

12:05 pm—12:40 pm

**FORTUNE Interviews a CEO**

Susan Lyne  
President and CEO  
Martha Stewart Living Omnimedia, Inc.

Interviewer:  
Marc Gunther

12:40—12:45 pm

**Wrap-up and adjourn**

Geoff Colvin  
Marc Gunther