

# Leadership: Inventing the Future

May 30-31 and June 6-7, 2020



## Event Overview

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During these unpredictable times, we are all dealing with unexpected challenges. The notion of “business as usual” has come to an abrupt end.

**Leadership: Inventing the Future** is a four-day virtual event designed for organizational leaders looking to create a future beyond the challenges of the present circumstances – a future that provides a sustainable competitive advantage, elevates corporate performance and positions them for success.

Grounded in the best-selling book, *The Three Laws of Performance: Rewriting the Future of Your Organization and Your Life*, this event is designed for attendees to apply this cutting-edge approach in their current business environments.

### Participants will gain access to:

- The critical factors that drive team performance
- Hidden assumptions that limit organizational velocity
- The power of high-performance language, especially when dealing with uncertainty and challenges
- Authentic organizational alignment and coordinated action
- New ways of collaborating with others that expand your ability to produce results
- The tools to have your vision sustained over time and owned by others throughout your organization

The event is presented as a dialogue and includes inquiry and discussion, practice, exercises, work in small groups, and assignments between sessions.

Individuals and teams at all levels are welcome to attend – from top executives to emerging leaders.

**Leadership: Inventing the Future** will take place virtually via Zoom video conference over two consecutive weekends. The event will consist of three two-hour sessions with two 30-minute breaks between sessions.

**Dates:** May 30-31 and June 6-7, 2020  
**Times:** 8:00am – 3:00pm Pacific / 11:00am – 6:00pm Eastern  
**Location:** Virtual – Zoom Video Conference

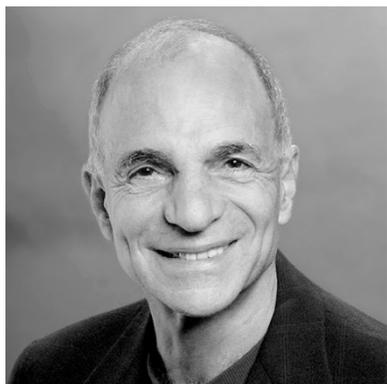
**Pricing:** \$750 USD per person

Seating is extremely limited. Early registration is recommended.  
Registration closes on Friday, May 22, 2020.

## Event Leaders

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### **Steve Zaffron** Founder and Head of Research & Development, Vanto Group



Steve Zaffron is the Founder and Head of Research & Development at Vanto Group.

Steve is internationally recognized as an expert in the field of leadership. He is the co-author of the best-selling book *The Three Laws of Performance*, which articulates a new paradigm of breakthrough performance in life and in business. He has been a guest lecturer at numerous universities including the Harvard Business School, Ohio State University, George Mason University, and the University of Southern California.

Steve is also an executive and member of the Board of Directors at Landmark Worldwide, one of the largest and most successful personal growth and development companies in the world. In the early 1990s, Steve spearheaded the design and development of their flagship program, The Landmark Forum, which has now been attended by more than two million people.

Steve graduated magna cum laude from Cornell University and received his M.A. degree in philosophy from the University of Chicago.

### **Olga Loffredi, PhD** CEO, Vanto Group



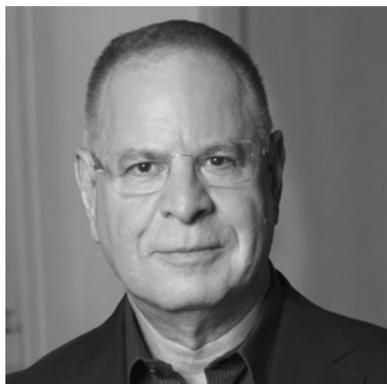
Olga Loffredi is the Chief Executive Officer (CEO) of Vanto Group. She has spent the last 25 years studying, creating and developing high-performance teams to consistently deliver breakthrough results beyond what was considered achievable.

Olga has experience working with organizations around the world in a wide variety of industries. She is a specialist in negotiation and project implementation, with unique expertise in building new relationships between diverse – even adversarial – groups in complex situations, including between investors, executives, unions, suppliers, and the community.

Prior to the consulting world, Olga served in Brazil as the Director of Human Resources for The Coca-Cola Co., S.C. Johnson Brazil and Lojas Americanas S/A. She also spent 5 years as a Professor at the Federal University of Rio de Janeiro School of Education and Graduate School of Business Administration and Engineering (COPPEAD-UFRJ) and the IT Executive Program.

Olga is currently a guest lecturer at George Mason University School of Business and the University of Arizona Lowell Institute for Mineral Resources. She is also a founding member of the Barbados Group, a cutting-edge think tank dedicated to the study and application of human performance. She holds a Ph.D. in Education and Communication from the University of Minnesota.

**Sandy Robbins**  
Senior Consultant, Vanto Group



As a Senior Consultant with Vanto Group, Sandy Robbins focuses on long-term strategy, implementation, breakthrough projects, team building, and executive development.

Within his consulting practice, Sandy works with clients to redefine the competitive landscapes in their segments, spearhead major growth initiatives, and expand companies into high-performing enterprises. His client roster has included Broken Hill Proprietary (BHP), Reebok, Lockheed Martin, AmeriSource Bergen, Guidant Vascular Intervention (now part of Abbott Labs), Wealth Strategies, and Apple.

Sandy founded and chairs a theater department at the University of Delaware. Under his leadership, the programs in his department achieved a national reputation for excellence. He holds a B.F.A. and an M.F.A. from Carnegie Mellon University.

## About Vanto Group

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Vanto Group is a boutique global consulting firm that has been pioneering the field of organizational transformation for almost 30 years.

We have designed and implemented large-scale initiatives with more than five hundred clients across twenty countries, from mining operations in South Africa to Fortune 500 companies in the US and from government agencies in Latin America to one of the wealthiest families in Japan.

Our unique approach—the product of continuous research and development and of work with some of the most successful organizations in the world—allows us to partner with clients in a way that rapidly and reliably produces breakthrough results that are sustained by a new breakthrough culture.

We bring the expertise in transformation.

You bring the expertise in your field.

Together we create extraordinary results.

For more information visit [www.vantogroup.com](http://www.vantogroup.com).



## What Experts & Clients Say About Vanto Group's Methodology

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*"What greatly impressed me with regard to the Vanto Group process and technology is that it has a way of actually giving people hands-on access to altering the culture of an organization."*

**Michael C. Jensen, Professor of Business Administration, Emeritus, Harvard Business School**

*"The outcomes were incredible. We not only met what we considered stretch budgets, we exceeded them. We have set world records for production. Our costs are lower than they were when we started the program, and we were able to improve safety by 50%."*

**Craig Steinke, Former Senior Vice President, BHP Copper Metals**

*"By applying The Three Laws, I noticed an instant transformation in all areas of my life. In business, sport, and relationships, I was able to rewrite my future, which is now full of endless possibilities."*

**Natalie Cook, Olympic Beach Volleyball Gold Medalist, Sydney, 2000**

*"Running a business is a complex matter, and at the heart of any business is people. I have yet to see anything that has such a positive impact on people's ability to relate, communicate, and perform as Vanto Group has."*

**Paul Fireman, Former CEO, Reebok**

*"When we realized that our company was operating in silos, we used applications from The Three Laws of Performance to have cross-functional teams create unprecedented business results."*

**Chip Wilson, Founder, Lululemon**

## To Register

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### Ready to create your next breakthrough in performance?

Register for **Leadership: Inventing the Future** by contacting:

phone: +1 415 616 2478

email: [info@vantogroup.com](mailto:info@vantogroup.com)