



Executive and
Professional
Education



Leadership: Inventing The Future

9th Annual Leadership: Inventing the Future presented
by Vanto Group in partnership with George Mason
University, Executive and Professional Education,
Arlington Campus, Arlington, VA.

JUNE 12-15, 2018

Vanto Group

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Program Overview

A three and a half-day program designed for business executive teams, government executives, entrepreneurs and organizational leaders to explore what is really possible in achieving unprecedented business results.

Uniquely addressing the challenges of organizations and executives facing a shifting business landscape, ever-changing marketplace conditions, post-merger integration, market competition, and stagnating financial results. Vanto Group's proprietary methodology allows for dramatic and sustainable shifts in organizational performance.

Grounded in the best-selling book, *The Three Laws of Performance*, the program is designed for attendees to apply this cutting-edge approach in their current work environments.

Dates: June 12-15, 2018,

Times: 9:00 a.m. to 7:00 p.m. (June 12-14) and 9 a.m. to 1 p.m. (June 15)

Location: George Mason University - Founders Hall, Arlington Campus, 3351 N. Fairfax Drive
Arlington, VA 22201

Pricing

- \$2,900 USD per person if registered before May 12, 2018
- \$3,400 USD per person if registered on May 12, 2018 or after
- \$2,500 USD per person for a team of 4 or more if registered before May 12, 2018 and for government employees (anytime)
- \$3,000 USD per person for a team of 4 or more if registered on May 12, 2018 or after

Seating is limited. Early registration is recommended. Price includes program materials, lunch and refreshments.

To register contact: Denise Dewar, Senior Consultant, Vanto Group
ddewar@vantogroup.com, +1 (202) 631-9756

Topics Covered

Leadership: Inventing The Future offers a non-linear process designed to bring about a fundamental shift in what leaders are concerned with, how they work together, and what actions they take. The program is presented as a dialogue and includes inquiry, discussion, practice, exercises, work in small groups, and assignments between sessions.

June 12

- Welcome by George Mason University and introduction of program leaders
- Overview of program, including guidelines for effective participation
- Introduce the Three Laws of Performance as the context for the three and a half days
- Identify fundamental, yet hidden concerns that affect and impact the way leaders speak and listen
- Distinguish the nature of language and its impact on the life and world of a leader at work
- Identify the conversations that make up the culture of the organization/division and how that shapes people's actions and experience of being at work
- Recognize the power of the past and how it shapes and influences the future
- Learn to determine the facts of a situation independent from one's interpretation of the situation and what that provides

June 13

- Discover the nature of persistent complaints and their impact on productivity, performance and capacity to lead
- Work in groups to distinguish persistent complaints at work, with other groups, and with the organization in a way that elevates organizational performance
- Distinguish current constraints and limitation on one's leadership
- Develop new methods of leadership that go beyond past behavior

June 14

- Understand resistance to change in such a way that people become more effective at making change happen
- Learn to invent new futures that alter one's view of work
- Distinguish the source of effective action
- Introduce and learn to use the vocabulary of "committed speaking and listening," resulting in more effective leadership and elevated performance
- Teams and individuals declare new futures and generate new commitments

June 15 (half day)

- Introduce the Breakdown Methodology: How to powerfully turn breakdowns into breakthroughs
- Focus on translating the skills and distinctions from the program into everyday accountabilities, including actions generated from new commitments

About The Program

The ninth annual Leadership: Inventing the Future at George Mason University is an intensive three and a half-day program for developing leadership skills that are immediately applicable in any situation. The focus is on leaders producing breakthrough results in their organizations, not mere incremental improvements.

The event is ideal for tackling your organization's most pressing concerns, such as reinventing a business, transforming an entire organizational culture, achieving new levels of growth, fostering innovation and creativity, and attaining sustained high performance with a satisfied workforce.

The content is grounded in the science of how the human brain works and the successful application of that science in elevating performance over the past 25 years. Past participants include CEOs, managers, engineers, and HR executives, among many others. The program is designed to bring about a fundamental shift in what leaders are concerned with, how they work together, and what actions they take.

The program is most effective if attended by multiple members of a team, such as an operational team or an executive/management team. The program is an opportunity to invent an organizational initiative or to create an implementation plan for an existing project.

Leadership: Inventing the Future includes a phone conversation between a Vanto Group consultant and registrants to discuss their business challenges and explore their commitments while preparing for the program.

About Vanto Group

Vanto Group is a boutique global consulting firm distinguished by the extraordinary track record of our clients. We partner with clients from the private, public and non-profit sectors to address their most critical challenges and transform their organizations.

Our customized and proprietary approach combines deep insight into the dynamics of high performance with close collaboration at all levels of the client organization. We embed the desired and necessary behaviors, processes and practices within our clients' organizations, enabling them to achieve unprecedented levels of results with coordinated action, commitment and velocity. These new levels of performance and competitive advantage are both unprecedented and sustainable. Founded in 1992, Vanto Group is a private company with 16 offices in 9 countries. For more information, visit www.vantogroup.com.

Event Leaders

Olga Loffredi

Chief Executive Officer, Vanto Group

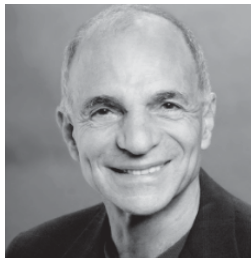


Olga Loffredi is the Chief Executive Officer of Vanto Group. She has spent the last 25 years studying, creating and developing high performance teams to consistently deliver breakthrough results beyond what was considered achievable. She has extensive experience working with organizations around the world in a wide variety of industries. As a specialist in negotiation and conflict resolution, she also has vast experience in building new relationships between diverse – even adversarial – groups in complex situations, including between investors, executives, unions, suppliers, and the community.

In her 20+ years of consulting, Olga has held the title of Vanto Group Global COO (since 2015), Vanto Group Americas CEO (1999-2015), and Loffredi & Associates Partner (since 1996). Prior to her consulting work, she served as the Director of Human Resources for Coca-Cola, Lojas Americanas S/A and S.C. Johnson Brazil. She also spent 5 years as a professor at the Federal University of Rio de Janeiro School of Education, Graduate School of Business Administration and Engineering (COPPEAD-UFRJ) and the IT Executive Program. She currently is a guest lecturer at the George Mason University School of Business and the University of Arizona Institute for Mineral Resources. Olga is a founding member of the Barbados Group, a cutting edge think tank dedicated to the study and application of human performance. She holds a PhD in Education and Communication from the University of Minnesota.

Steve Zaffron

Founder and Head of Research & Development, Vanto Group



As an internationally respected leadership authority, Steve Zaffron is noted for his ability to deliver provocative new perspectives on competitive advantage, organizational change, and transformational leadership. As the founder of Vanto Group, a consulting firm that designs and implements large-scale initiatives to elevate organizational performance, Zaffron has directed major corporate initiatives with dozens of Fortune 500 companies worldwide. He has spoken at the Harvard Business School, the Simon School of Business at the University of Rochester, and the Marshall School of Business at the University

of Southern California. His groundbreaking book, *The Three Laws of Performance* (coauthored with David Logan), explores the underpinnings in performance in business and articulates a new theory about what underlies breakthrough results.

Testimonials

"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

"Vanto's program is unlike any other leadership development program I have encountered during my long career as Human Resources professional. Using the Three Laws of Performance as a framework, we were able to access truly new ways of perceiving problems and being leaders."

From an organizational view, we were similarly able to distinguish barriers to our organizational greatness. In my company's case, we were able to see that we were leading from the perspective that "our best years were behind us." Clearly, from this viewpoint we could only envision and lead a future of mediocrity of survival. By applying the learnings and distinctions of the program, we were able to powerfully create a future in which "the best has yet to come" - a future in which our people could see what was needed and then take actions to make it a reality."

Chris Peck, VP Human Resources, UPS

"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**

"Vanto Group was able to cause a fundamental shift in my personal perception and of who I am in creating future opportunities. Vanto Group's core competency is to work with groups and organizations to create unprecedented declarations and goals, which lead to creating truly new futures for these groups and organizations. Through my experience with Vanto Group, we are now committed to create a new future for The Ontario Agricultural College at the University of Guelph. I must say, without Vanto Group, I don't know how I would have done it."

**Rene Van Acker, PhD
Dean of Ontario Agricultural College -
University of Guelph, Canada**