



## Fons Trompenaars & Sir Ranulph Fiennes

Also featuring keynote presentations by Jo Whitehead & Andrew Campbell

# BEYOND THE LIMITS OF LEADERSHIP

10th & 11th June 2010

Ashridge Business School, Hertfordshire



BENCHMARK  
FOR BUSINESS



ASHRIDGE

# BEYOND THE LIMITS OF LEADERSHIP

## A leadership retreat

**Ashridge Business School, Hertfordshire  
THURSDAY 10<sup>TH</sup> & FRIDAY 11<sup>TH</sup> JUNE 2010**

Taking a fresh look at leadership, this two-day retreat will feature presentations from leading management authorities **Fons Trompenaars, Jo Whitehead and Andrew Campbell** alongside inspirational explorer **Sir Ranulph Fiennes**.

During the retreat, delegates will learn profound leadership lessons drawn from the world's top organisations as well as the real life challenges faced in some of the world's harshest environments. Set in the inspirational environment of Ashridge Business School in Hertfordshire and punctuated with a first-class gala dinner and opportunities to network with and learn from fellow leaders, this retreat will be sure to inspire you to move beyond the limits of your current leadership and challenge your existing perceptions.



## Fons Trompenaars

Fons Trompenaars is the Managing Director of Trompenaars Hampden-Turner Intercultural Management Consulting. An acclaimed author and advisor, he works with major global corporations, such as Shell, Motorola and Nokia, to benefit from the vast opportunities presented by cultural differences.

Fons serves as Visiting Professor for the international MBA Programme at the Erasmus University – Rotterdam School of Management.

Having developed a model to analyse cultural differences, the so called "Seven Dimensions of Culture Model", he shows how managing complexity in a multicultural environment is a major challenge for today's international managers and corporate leaders as well as a critical component of long term success.

Experience has shown that servant leadership is the most effective approach when dealing with dilemmas resulting from cultural diversity and integration. Using numerous examples, Fons Trompenaars will demonstrate a leadership path that leads to a better, higher value solution for all.

Trompenaars is author of global business bestseller *Riding the Waves of Culture: Understanding Cultural Diversity in Business* and *Riding the Whirlwind: Connecting People and Organisations in a Culture of Innovation*. His latest book is *Servant Leadership Across Cultures*.

**"Fons is the world authority on cross-cultural leadership; fantastic advice from a global leader."**

MARSHALL GOLDSMITH

## Sir Ranulph Fiennes

Sir Ranulph Fiennes has been described by The Guinness Book of Records as 'the world's greatest living explorer'. He has led over 30 expeditions including the first polar circumnavigation of the Earth and the first unsupported crossing of the Antarctic continent. He discovered the legendary Lost City of Ubar and has also completed seven marathons on seven continents in seven days. Sir Ranulph inspires with tales of his amazing exploits and astonishing feats of physical and mental endurance as a member of the SAS and as an explorer and adventurer. In May 2009 he successfully reached the summit of Mount Everest, becoming the oldest British person ever to achieve this.

He is a man of astonishing force who provides fascinating insight into human determination and what can be achieved by extending the limits. At this retreat, Sir Ranulph will tackle the questions of leadership, teamwork, goal setting, determination, and self-belief, using the many analogies that can be drawn between the challenges faced on his adventures and life in the everyday world.

**"Sir Ranulph Fiennes is the  
World's Greatest Living Explorer."**

GUINNESS BOOK OF RECORDS

# Agenda

## Day 1 – Thursday

1.30pm	Arrival, registration and lunch buffet
3.00pm	Welcome
3.05pm	Session 1 – Jo Whitehead & Andrew Campbell
4.05pm	Break
4.25pm	Session 2 – Jo Whitehead & Andrew Campbell
5.25pm	Session Close
6.45pm	Drinks Reception
8.00pm	Gala Dinner

## Day 2 – Friday

8.00am	Breakfast
9.00am	Session 3 – Fons Trompenaars
10.20am	Refreshments
10.40am	Session 4 – Fons Trompenaars
12.00pm	Lunch
1.20pm	Session 5 – Sir Ranulph Fiennes
3.20pm	Conference Close & Afternoon Tea

# Pricing

**£1,095 plus VAT**

Visionaries: 1 membership place per attendee

**Please note that there is an additional overnight accommodation fee of £145 per person, inclusive of gala dinner.**

Registration form is available on the back cover



## Jo Whitehead & Andrew Campbell

Jo Whitehead and Andrew Campbell are Directors of the Strategic Management Centre at Ashridge Business School where they lead research on issues concerned with the management of multi-business companies.

Before joining Ashridge, Jo Whitehead was a Vice President and Director of the Boston Consulting Group (BCG) where he worked in the London, Los Angeles and Atlanta offices and acted as BCG's Director of Energy Research and Marketing. Jo holds an MA from Cambridge University, an MBA with High Distinction from Harvard Business School and a PhD in Strategy and Organisation from London Business School where he is currently a Fellow of the Centre for Management Development.

Andrew Campbell is co-programme director of Group Level Strategy, Strategic Decisions and Making Successful Acquisitions at Ashridge Strategic Management Centre. He was previously a Fellow of the Centre for Business Strategy at London Business School and a consultant with McKinsey & Co. Andrew has authored ten books based on his research and has also published numerous articles including six with the Harvard Business Review. Andrew has an MA at Edinburgh and an MBA from Harvard, where he graduated as a Baker Scholar and Harkness Fellow.

**Andrew and Jo are co-authors of *Think Again – Why Good Leaders Make Bad Decisions and How to Keep it From Happening to You.***

## Conference Partner

With more than fifty years as a leading international business school, Ashridge continues to provide unforgettable learning experiences for today's senior managers and leaders.

Ashridge works with you, your people and your organisation to deepen knowledge, broaden horizons, hone skills and boost confidence.

Ashridge is a catalyst, a place where people come together, where plans are infused with passion and where futures are launched. Ashridge engages with managers from around the globe and offers a combination of leadership development, consulting and research that is directly applied to the realities and challenges in business.



