



# Fifty Lessons

Lessons from the World's Most Prominent Business Leaders

Lessons from the world's most prominent business leaders at your fingertips... covering the most important topics in business today... provided in a media format that works best for you...delivered in a compelling and thought-provoking way...and taking just minutes of your time. Concise. Compelling. Relevant.

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## Premise

The idea behind Fifty Lessons is simple. We work closely with successful business leaders to capture, store, and pass along their most important learning experiences in the form of short and powerful stories which cover a broad spectrum of organizational challenges.

The result is a library of over 500 leadership lessons from hundreds of high profile international business, academic, and government leaders. The 3-5 minute lessons are available online, through MP4 players, in booklet form, and in other media formats.



How often do you get to go one-to-one with a world class business leader? – Victor Newman, Former Chief Learning Officer, Pfizer

## Dynamic Topics

The current library, which is continually expanding, contains today's most critical business topics:

Change	Communication	Entrepreneurship	Ethics & Responsibility	Finance
Global Business	Human Resources	Innovation	Leadership	Managing People
Operations	People Development	Sales & Marketing	Strategy	Technology

### Thought Leadership

The topics that make up the lesson library are set in a real world setting—based on tangible business situations, practical experience, and actual outcomes. Fifty Lessons are delivered by industry leaders, visionaries, and domain experts who have lived and learned these lessons first hand.

They include:

Mr. David Brandon

*Chairman & CEO, Domino's Pizza*

Ms. Amy Butte

*Chief Financial Officer, NYSE*

Ms. Amelia Fawcett

*Vice Chairman, Morgan Stanley International*

Mr. Howard Lester III

*Chairman, Williams-Sonoma*

Mr. Clive Mather

*President & CEO, Shell Canada*

Mr. David Michels

*Group Chief Executive, Hilton Group*

Ms. Gill Rider

*Chief Leadership Officer, Accenture*

Ms. Anne Sweeney

*Co-Chairman,*

*Disney ABC Cable Networks Group*

### Applications

Fifty Lessons represent an invaluable resource for organizations that want to drive best practices thinking, stimulate new problem solving methods, and streamline organizational learning. They can be used by senior managers to prepare high potentials for advancement through targeted learning opportunities, as self-directed development options, as part of planned training programs, or as enrichment and development for all levels of the organization.

Fifty Lessons can be utilized in several ways based on your organization's needs:

#### 1. Library Solution

- Excellent learning and coaching tool for executives and all levels of management
- Leverage over 500 lessons on critical topics delivered succinctly and compellingly
- Particularly effective for high potentials to help improve their succession readiness

#### 2. Blended Library and Custom Content Solution

- Combine existing lessons with customized content such as company, division, department, or geographical—specific messaging
- Further enhance the content and context applicability

#### 3. Custom Application

- Capture critical knowledge and experience from current master performers and create a library of digital best practices in thinking and behavior
- Secure the “wisdom” and “mind-set” of your most seasoned and knowledgeable employees—allowing their experience to be felt by others
- Support organizational initiatives—process improvement, change management, product launch, customer relationship management, etc.

### Benefits

- Over 100 business leaders at your fingertips
- On-demand learning/coaching—24 x7 access (*office, plane, hotel room, home*)
- 3-5 minute lessons deliver targeted content—just-in-time and just enough
- Lesson summary, Ideas for Action, and Questions to Ask facilitate knowledge transfer/behavior change
- Compelling, inspiring, and relevant content
- Multiple delivery modes to meet different learning styles and preferences
- Multi-dimensional—Prescriptive development, self directed learning, tailored learning program, strategic initiatives, orientation, corporate communication