THE CONFERENCE BOARD
Trusted Insights for Business Worldwide

Leadership Experience: D-Day at Normandy

May 12 - 16, 2013 Normandy, France

Additional dates available upon request for customized team events during the months of: April, May, June, September, October, November

- Drive complex, cross-cultural and diverse initiatives
- Create excellence in execution of strategy
- Encourage speed, flexibility and adaptability to change
- Stimulate innovation and creativity

www.conferenceboard.org/leadershipexperiences/normandy

A strategic leadership experience like no other

Limited in size by design, this highly interactive experience provides a valuable opportunity for executives to exchange observations on leadership and strategy in a collegial, history-rich environment.

After-action reviews encourage participants to identify examples of current business situations and apply case studies and leadership insights for continuous improvement.

Who should attend

The Leadership Experience at Normandy is designed for executives, including chairmen, chief executives, managing directors, and others who play a key role in shaping corporate strategy.

Partial listing of previous participating organizations

Aetna

Avon

Best Buy

Deloitte

eBAY

FedEx

Fiduciary Trust Company

Mars

Microsoft

Novus International

PetSmart

Prudential Financial

RAND Corporation

Shell International

Thomson Reuters

Underwriters Laboratories

United Healthcare

Washington Group International

The Conference Board offers additional Leadership Experiences on the battlefields of Gettysburg and Waterloo and at the Johnson and Kennedy Space Centers. For further information please visit www.conferenceboard.org/leadershipexperiences

Business Lessons from D-Day

Have you adapted your leadership to the constantly changing landscape?

Rigid battle plans do not survive contact with the enemy – find out how to change yours to survive contact with the competition.

Both in war, and in business, change comes rapidly and often. Even the best plans fall apart once the competition starts.

If you want to thrive, you must maintain a clear vision and learn how to adjust your strategy - even in the midst of uncertainty.

The Leadership Experience at Normandy will give you the critical information you need to succeed across boundaries:

- Promote initiative and improvisation in the absence of direct supervision
- Convey clear missions and plan for contingencies
- Champion from above to increase innovation and gain a competitive advantage
- Deal with the unexpected and overcome analysis paralysis

Unique interactive team building events

As you retrace the stages of the invasion at key battlefield sites, you'll learn how to navigate in the midst of turmoil and successfully take your company through disruption caused by mergers, expansion, or leadership changes.

An exclusive opportunity for senior executives

The Leadership Experience at Normandy is designed for executives, including chairmen, chief executives, managing directors, and others who play a key role in shaping corporate strategy.

Participants identify examples of current business situations and apply case studies and leadership insights for practical, results-oriented solutions.

For U.S. - based attendees, contact
Amanda Spears +1 212 339 0256 or amanda.spears@conferenceboard.org

For EMEIA - based attendees, contact
Johan Witters +32 2 679 5060 or johan.witters@conferenceboard.org

Arrival Day
Sunday, May 12, 2013

HOSPITALITY SUITE AT THE HOTEL IN PARIS
EVENING REGISTRATION AND RECEPTION

Day One
Monday, May 13, 2013

Travel to the Normandy region.

- Strategic overview of the planning and coordination of the Overlord invasion

SPECIAL PRESENTATION

"Eisenhower: The Loneliness and Isolation of High Command"

Day Two
Tuesday, May 14, 2013

Pegasus Bridge

- Encouraging initiative and improvisation in the absence of direct supervision
- Mission clarity and contingency planning to ensure organizational success
- Assessing succession readiness in critical line/tactical units

Hillman Redoubt

- Using implementation/execution scenarios to facilitate understanding of the strategic plan
- Leadership "consciousness" in allocating resources to achieve goals and mitigate risks

Mulberry Harbours at Arromanches

- Focusing early on technological innovation to overcome anticipated obstacles and create a competitive advantage
- Leadership's role in creating an environment that stimulates innovation

Long-sur-Mer

- The detrimental impact of relying too heavily on a primary strategy

Day Three
Wednesday, May 15, 2013

Ste-Mère-Eglise

- Establishing and ensuring consistency of communication throughout your organizational structure
- Leading across internal and external boundaries, and organizational and geographical cultures
- Leading geographically dispersed units

Pointe du Hoc

- Decision-making and delegating in a rapid, ever-changing environment
- Focusing on objectives and goals constantly and consistently
- Delegating effectively while formulating strategy

Omaha Beach

- Identifying goals, opportunities and risks when data and intelligence diverge
- Building alliances and teamwork across boundaries of authority

Departure Day
Thursday, May 16, 2013

MORNING RETURN TO PARIS OR DIRECTLY TO CHARLES DE GAULLE AIRPORT.

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Customized Leadership Experiences

The Conference Board can customize Leadership Experiences at Normandy for your cross-functional or intact team. We work directly with you before, during, and after the Leadership Experience to create a program that aligns with your strategic goals and leadership competencies. We examine your unique culture, challenges, and goals to give you the insights that will help you instruct, inspire, and equip your team to navigate successfully through any business environment.

Unique, interactive team-building events

This experiential program – led by a distinguished military historian and a skilled business facilitator – allows your team to explore decision making through a critical moment in history. Their experience on the battlefield will give them a common context that can transform team communication, alignment, and cohesion. Their participation will arm them with the skills they need to tackle critical issues, overcome obstacles, and develop practical solutions.

"The lessons learned from the Normandy Leadership Experience reconfirmed for me that effective strategy and execution are key, as are enabling and empowering teams, active leadership by example, and creating an environment to succeed."

Katharina Auer
Head of Global Internal Communications
Shell International B.V.

"One of the reasons I attended the Normanandy Leadership Experience was to understand what it was like for leaders to make decisions under duress. The experience has helped me in my decision making process – a lesson I will not forget. It was an incredible feeling to walk in the footsteps of D-Day heroes, as only then does one comprehend how inventive and innovative they truly were."

Paul Stone
Vice President,
Loss Prevention,
Risk Management,
Best Buy Co., Inc.

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Paris and Normandy, France

The Conference Board
845 Third Avenue, New York, NY 10022-6600

Promotion Code