



LIVE & IN PERSON!

15 November 2004  
Four Seasons Hotel, Sydney, Australia

- Internationally respected leadership authority, teacher, organisational consultant and family expert
- In 2002, *Forbes* named *The 7 Habits of Highly Effective People* one of the top 10 most influential management books ever
- A survey by Chief Executive Magazine recognised *The 7 Habits of Highly Effective People* as one of the two most influential business books of the twentieth century
- Dr. Covey also authored the book *Principle-Centered Leadership*, rated by Harvard Business Review as "an empowering philosophy for life that is also the best guarantee of success in business..."
- *First Things First*, co-authored with A. Roger and Rebecca R. Merrill, doubled the first-year hardcover sales of *The 7 Habits of Highly Effective People* in the same time period. Over two million copies have been sold. Simon & Schuster expressed the opinion, "...*First Things First* is the best-selling time management book ever"
- His other books include *The Nature of Leadership*, co-authored with Roger Merrill and Dewitt Jones and *Living the 7 Habits: Stories of Courage and Inspiration*
- His latest book, *The 8th Habit: From Effectiveness to Greatness* will be released on 9th November 2004

Your only opportunity to listen to Stephen Covey live and exclusive in Australia on his lifelong contribution to leadership – register today to ensure your place – call +61 2 9923 5055 now!

Over the years thousands of business executives have asked us to bring Stephen Covey to Australia.

NOW, AT LAST

# LEADING MINDS

presents

# STEPHEN COVEY

on

# LEADERSHIP

The author of the phenomenally successful best-seller **The 7 Habits of Highly Effective People** with over 15 million copies sold in 37 languages and still on the best-seller lists!

"Few students of management and organisation – and people – have thought as long and hard about first principles as Stephen Covey. In *The Seven Habits of Highly Effective People*, he offers us an opportunity, not a how-to guide. The opportunity is to explore ourselves and our impact on others and to do so by taking advantage of his profound insights. It is a wonderful book that could change your life," TOM PETERS

This is your only opportunity to meet the man himself! Hear 1st hand from this accomplished business leader and world renowned self-improvement authority at this exclusive, full-day event presenting for the 1st time in Australia on new rudiments from his forthcoming book. This event is revolutionary among leadership programmes. Meet the challenges of leadership in today's world and apply the principles Stephen Covey has taught the world over and transform your future.

Special Offer!

Register and pay by 1 October 2004 and receive a FREE Compact Digital Camera!

Presented by:

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"Covey's philosophy for creating more meaningful relationships and successes in the workplace and in the home and elsewhere, if we expect to be rewarded with happiness and success."

## CREDENTIALS OF STEPHEN COVEY

Stephen Covey, considered to be "the wizard of corporate culture", has taught leadership principles and management skills for more than 25 years to leaders in business, government and education. Named one of America's most influential people by Time magazine, his unparalleled advice has been sought by people as distinguished as the President of the United States, CEOs of major FORTUNE 500 companies and leaders of the Northern Ireland peace process.

Dr. Stephen R. Covey is co-founder/vice-chairman of FranklinCovey Company, a leading global professional services firm. Dr. Covey is perhaps best known as the author of *The 7 Habits of Highly Effective People*, which is ranked as a No. 1 bestseller by the *New York Times*, having sold more than 13 million copies in 36 languages throughout the world. The book's message has created lasting impact – its sales keeping it on numerous best-seller lists for years. Dr. Covey is an internationally respected leadership authority, teacher, organisational consultant and family expert. He has made teaching Principle-Centered living and Principle-Centered leadership his life's work.

Dr. Covey earned his undergraduate degree from the University of Utah, his MBA from Harvard and completed his doctorate at Brigham Young University.

Dr. Covey's organisational legacy to the world is the Covey Leadership Centre. On May 30, 1997, a merger with Franklin Quest created the new FranklinCovey Company with over 3,000 employees and \$350 million in annual revenue. Dr. Covey's vision has taken the world by storm – empowering organisations to implement Principle-Centered leadership in their cultures will continue to be an important focus of the company.

## Creating Focus and Alignment throughout your Organisation in order to achieve your Organisation's Highest Priorities:

How many of your employees are focused, energetically engaged and delivering results every day? Can everyone – from the boardroom to the plant floor – identify your organisation's highest priorities? Do they pull together effectively to maximise those results?

Here are some scary results from a survey recently conducted by Harris Interactive (originators of the Harris Poll). It found that:

- Less than half of the workforce (44%) says they have a clear understanding of what their company is trying to achieve
- Only one in six workers think their organisation has set clear goals
- Only one in five claim they feel passionately committed to those goals
- Only one in ten fully embrace the goals of their organisation

When adding to these stunning findings the fact that most people admit that over 50% of their time is spent on urgent but not truly important activities, you can see why most organisations fall short in executing and achieving their highest priorities.

Therefore, Dr Covey will be sharing with you HOW TO create focus and alignment throughout your organisation and to identify the individual's, team's and organisation's most important goals in keeping and achieving your organisation's highest priority. You will also discover how to enable yourself, the team and the organisation to passionately focus on your highest priorities to create a culture of mutual accountability and results.

## THIS IS WHAT DR COVEY WILL

### EQUIP YOURSELF TO IMPLEMENT

As a business leader, you know how difficult it is to cascade the corporate vision at 30,000 feet into actionable behaviours among frontline workers to achieve critical objectives. Getting people to work on the right things at the right time - the hugely important projects, tasks and initiatives that make a real difference - remains a huge challenge for companies today. Stephen Covey has developed a tool set, which he calls Principle-Centered Leadership, this fantastic programme outline will be shared with you on 15 November 2004 in Sydney.

### THE PROBLEM

- The 5 Ages of Civilisation – an Information Age paradigm in the Knowledge Worker Age
- Mindset, Skillset and Toolset of each age
- Paradigm Shift required to move from the Information into the Knowledge Worker Age
- The Definition of Leadership in each Age (Formal vs. Moral Authority of a leader)



*"Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall."*

Stephen Covey

### THE EVIDENCE

- Introduction of the 8 Driving Principles of Organisations
- The Execution Gap that exists when those principles are violated or not recognised
- Leadership as a position vs. Leadership as a Choice

WIN A FREE  
TICKET TO THIS  
EVENT!

Answer to

"What topic will Stephen

To enter our competition and WIN a FREE ticket to this must see event, please

Website: <http://www.leading-minds.com/scsydney>

workplace is one we should be striving to implement throughout business and industry, and a fulfilling future." **Sam Walton, Chairman, WAL-MART STORES, INC**

## ALL BE SHARING WITH YOU...

### PRESENT YOUR CORPORATE VISION

Hear from Dr Covey how Principle-Centred Leadership is the key to unleashing individual human potential. It is about instilling principles into the hearts and minds of people, then into the culture, where they begin to permeate and affect all relationships. **Successful leadership inspires people to commit to a common vision**, a common purpose and a common set of principles, thereby giving a clear sense of direction. This is the surest way to **create strength and success** in today's volatile world.

*"Management works in the system; Leadership works on the system."*  
Stephen Covey



### THE SOLUTION

- Recognising the 3 Constants: Change, Principles and Choice
- Character Principles: The Principles behind the 7 Habits of Highly Effective People
- Workplace Principles: Application of the 8 Driving Principles of Organisations
- The 4 Roles of Leadership: Modelling, Pathfinding, Aligning, Empowering

*"Effective leadership is putting first things first. Effective management is discipline, carrying it out."*  
Stephen Covey



**Covey's brand new book - just announced!!**

## this simple question....

When will Stephen Covey be discussing in Sydney on 15 November 2004?"

Go to our website and register your entry today!

## A G E N D A

8.00am - Registration & coffee	1.30pm - Session 3
9.00am - Session 1	3.00pm - Afternoon Tea
10.15am - Morning Tea	3.15pm - Session 4
10.45am - Session 2	5.00pm - End
12.00pm - Lunch	



FranklinCovey

FranklinCovey:  
Training Australia's Most Valuable People

What do some of Australia's most successful companies have in common? They're powered by Australia's best people. Chances are, those people have trained with FranklinCovey.

From specialist consulting to public workshops, FranklinCovey offers a world of training and development solutions for small, medium and large companies, government departments, educational institutions and non-profit organisations.

FranklinCovey is renowned for expertise in leadership development, productivity, time and project management, communication and collaboration. Their solutions to managing organisational change and employee retention are widely recognised across many industries.

Dynamic workshops such as The 7 Habits of Highly Effective People, The 4 Roles of Leadership, The 4 Disciplines of Execution and Focus are renowned for their habit-changing results.

FranklinCovey can drive your organisation and its people towards new opportunities, and help you achieve unprecedented success. Ignite your power today, add significant value to your business and meet the future with the tools you need to succeed.

[www.franklincovey.com.au](http://www.franklincovey.com.au)

### MORE ABOUT STEPHEN COVEY

- Dr. Covey is the recipient of the **Thomas More College Medallion** for continuing service to humanity
- He has been awarded **7 honorary doctorate degrees**
- He received the **1994 International Entrepreneur of the Year Award**
- He has been awarded **the Inc. magazine's Services Entrepreneur of the Year Award**
- He received the **National Entrepreneur of the Year Lifetime Achievement Award for Entrepreneurial Leadership in 1996**
- He has also recently been recognised as one of **Time magazine's 25 most influential Americans**
- And is regarded as one of **Sales and Marketing Management's top 25 power brokers**
- Dr. Covey has received the **Sikh's 1998 International Man of Peace Award**

### CORPORATE HOSPITALITY OFFER

**SAVE \$6000! SPECIAL TEAM OFFER**

Register **10 delegates** at the all inclusive price of **\$1424.50** (inc GST) each...

#### PLUS

you will receive the following VIP Privileges with your corporate hospitality booking of 10 or more delegates:

- Preferential and reserved seating
- Express registration on arrival
- Photo session with Dr Covey






*This is your opportunity to invest in your real capital. Bring your whole team and see how the ROI (Return on Intelligence) transforms your business, your workplace and your life. For tailor made group discounts to suit your organisation's unique needs, or for additional information please call Tina Kazmer on + 61 2 9923 5055.*

# REGISTRATION

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Your VIP number is below.  
If there is no label please quote: SS

## Five easy ways to register

-  **Telephone:**  
+61 (0) 2 9923 5055  
Please remember to quote S0043
-  **Mail:**  
Completed form together with payment to:  
Customer Service Manager  
PO Box 2133  
North Sydney NSW 2059
-  **Fax:**  
Leading Minds  
Complete and send this registration form to:  
+61 (0) 2 9959 4684
-  **Email:** info\_leadingminds@iir.com.au
-  **Web:**  
www.leading-minds.com/scsydney

## How much?

### Standard Registration Fee

Tick		Price	GST	Total price
<input type="checkbox"/>	<b>Individuals</b>	\$1895.00	\$189.50	\$2084.50
<input type="checkbox"/>	<b>Groups (3 or more)</b>	\$1595.00	\$159.50	\$1754.50
<input type="checkbox"/>	<b>Groups (5 or more)</b>	\$1495.00	\$149.50	\$1644.50
<input type="checkbox"/>	<b>*Members of</b> <input type="checkbox"/> ACAP <input type="checkbox"/> AIM	\$1595.00	\$159.50	\$1754.50

\*Membership No. \_\_\_\_\_

## How to save

### Air Travel For Delegates

For the most competitive rates on accommodation and airfares please call Alysha White at Flight Centre on +61 2 9906 1188 or email to alysha\_white.nsw@flightcentre.com and she will happily assist with your travel plans.

### Hotel Booking

Accommodation at special rates has been reserved at the Four Seasons Hotel, Sydney for this event. For reservations please call + 61 2 9238 0000 or email to res.sydney@fourseasons.com

## When & Where

**Stephen Covey Live in Sydney - 15 November 2004**  
**Four Seasons Hotel Sydney, 199 George Street NSW 2000 Australia**  
**Ph: + 61 2 9238 0000 Fax: + 61 2 9251 2851**

## Two easy ways to pay

Cheque, enclosed is our cheque for \$ ..... in favour of IIR Pty Ltd.

**Please ensure that conference code S0043SS is written on the back of the cheque.**

Please debit my:  Visa  Diners  AMEX  
 Bankcard  Mastercard

Card No

Expiry Date ..... Signature .....

A credit card fee of 1% will apply for payments made by AMEX or Diners. Payment: Once received your place is automatically reserved. Payment is required before the conference.

If Government  Federal  State  Local

Purchase Order No .....

Due to unforeseen circumstances, the programme may change and IIR Leading Minds reserves the right to alter the venue.

Yes please register me for

## Stephen Covey Live in Sydney

15 November 2004 - Four Seasons Hotel Sydney

For additional delegates please photocopy this form

Delegate name (Mr/Mrs/Ms)

Job title

Telephone  Fax

Yes! I would like to receive free email information on relevant events

Email

Delegate name 2 (Mr/Mrs/Ms)

Job title

Telephone  Fax

Yes! I would like to receive free email information on relevant events

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Delegate name 3 (Mr/Mrs/Ms)

Job title

Telephone  Fax

Yes! I would like to receive free email information on relevant events

Email

Approving Manager (Mr/Mrs/Ms)

Job title

Telephone  Fax

Yes! I would like to receive free email information on relevant events

Email

Company Name

Postal Address

Postcode  Country

Telephone  Fax

Number of employees

0-49  50-249  250-499  500-999  1000+

Nature of business

**Camera Collection:** The Digital cameras will be available for collection at the event on 15 November 2004. Cameras will only be issued to those delegates who have registered and completed full payment by 1 October 2004.

**Refund policy:** Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund, less 15% administrative charge, will be made for cancellations received in writing (letter, fax,email) up to two weeks prior to the event. Regrettably, no refunds can be made less than 15 days before the event.

**Privacy clause:** The information that you provide on this form is being collected for the purposes of processing your registration and keeping you informed of products and services from IIR and other professional training organisations. From time to time IIR may share personal information from our delegate database with other professional training organisations promoting similar products and services. Please tick the box below if you do NOT want us to disclose the information. You may also access this information, or have it corrected or updated. If you wish to lodge a complaint about the handling of your personal information or do not want us to keep you on our database, please contact our Data Integrity Division on (02) 9923 5196.

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