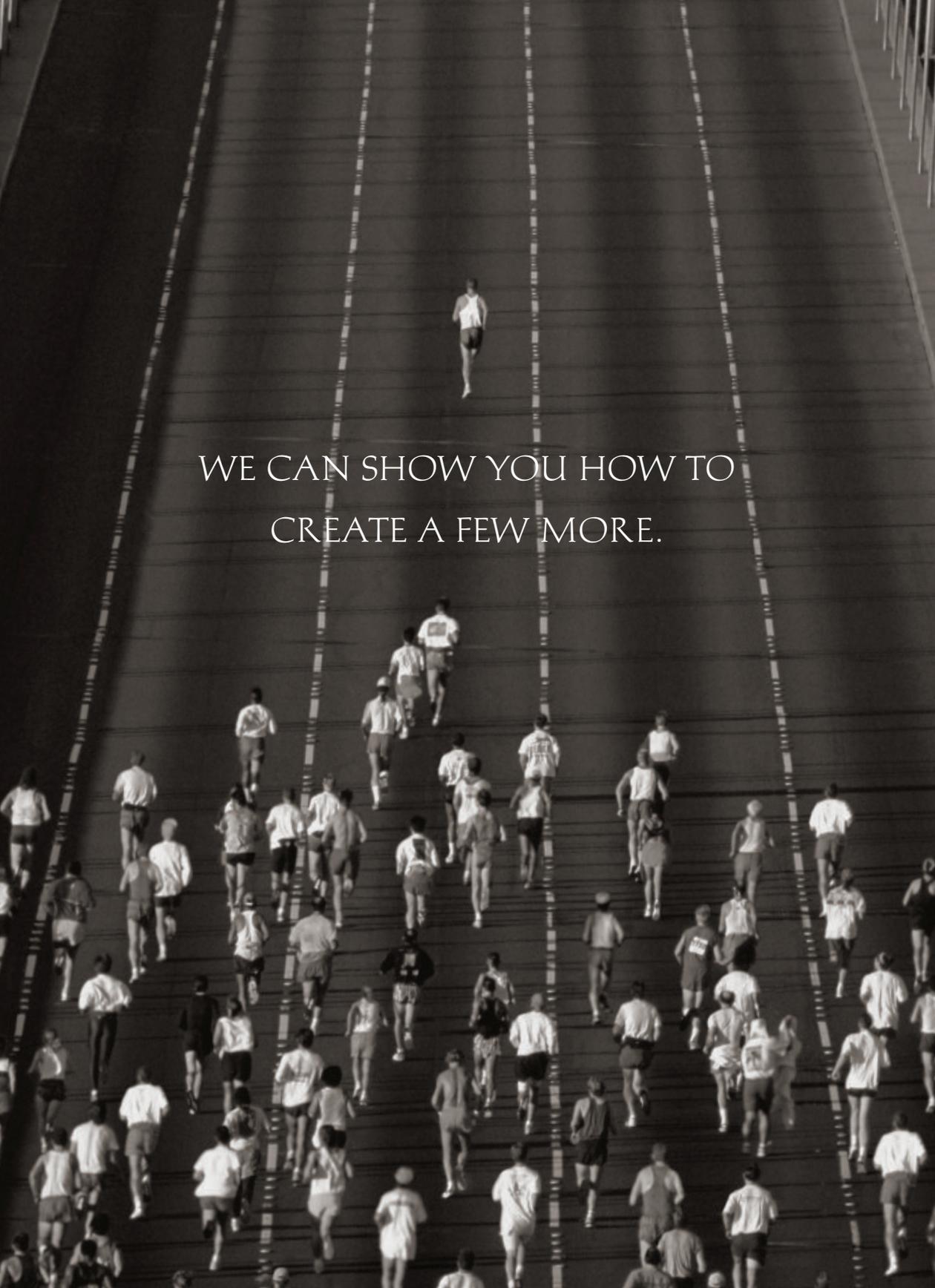




IN EVERY ORGANIZATION
THERE ARE ALWAYS
A FEW HIGH-PERFORMING
WORKGROUPS
LEADING THE WAY.



WE CAN SHOW YOU HOW TO
CREATE A FEW MORE.

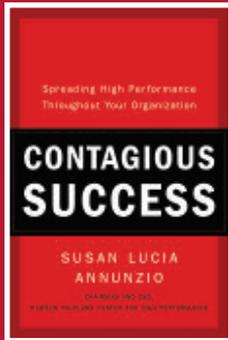
INTRODUCING "UNLEASHING CONTAGIOUS SUCCESS!"

HOW TO SPREAD HIGH PERFORMANCE
THROUGHOUT YOUR ENTIRE
ORGANIZATION: AN EXCLUSIVE COURSE
FOR SENIOR MANAGEMENT.

Of all the workgroups in your organization, how many are truly high-performing, contributing to the growth and profitability of your business? Surprisingly, our research suggests that the answer is only 10%. So how do you turn the other 90% around? Contagious Success offers a revolutionary solution. Jointly developed by the USC Marshall School of Business and the Hudson Center for High Performance (CfHP), this two-and-a-half day, interactive course for senior executives will show you how to turn your workgroups into winners. Contagious Success. Catch it March, 2006.

The breakthrough book is now a powerful new program.

Written by Susan Lucia Annunzio, the Chairman and CEO of the Hudson Center for High Performance, *Contagious Success* has been creating quite a



buzz in the business world. Based on the findings of the largest and most in-depth global study ever undertaken on workgroup performance, Annunzio and her team discovered that business performance is driven by the workgroup, not the individual. Even a stellar individual performer will not realize his or her full potential in a poorly performing workgroup. So how can you create an environment in which high performance thrives? That's where we come in.

Learn the secrets of Contagious Success.

This unique program will show you exactly how to identify, replicate and nurture high performing workgroups within your organization. You'll not only learn the theory of Contagious Success, you'll learn how to apply the theory and practices to your own business.

A curriculum designed around your needs.

This is no ordinary business seminar. Offered exclusively to CEOs and senior

management, it is action-oriented, results-driven, and customized to your specific needs. And it starts before you even get there. Using a proprietary online diagnostic tool, we'll help you understand your company's CSQ™ (Contagious Success Quotient) to determine what's working well and where your largest performance gaps are.



Once the course begins, we'll show you how to close those gaps. You'll walk away with the tools needed to drive performance, growth and profitability.

Five key components:

- **Online diagnostic.** Prior to starting the program, you'll participate in an online assessment so that you can tailor the learnings to your company's needs.

■ **Shared knowledge.** During the course, you'll not only hear directly from Susan Lucia Annunzio, you'll have the opportunity to share ideas with your peers and learn how other companies identify high-performing groups and create learning environments where high performance can thrive.

■ **Experiential learning.** Unique, interactive, immersive and hands-on activities turn the theory into action.

■ **Customized action planning.** A significant portion of the program will be devoted to teaching you to develop specific action plans that improve the performance of your company's workgroups.

■ **Business networking.** You'll have an opportunity to share ideas and information with managers who have similar and cross-functional interests.



Put it all to work with an exclusive toolkit.

At the end of the course, all participants will receive an exclusive Contagious Success toolkit to help you apply what you've learned to your workgroups. The toolkit is built around the three most important drivers of success – valuing people, optimizing critical thinking and seizing opportunities – and includes interactive exercises, best practices, simulations and more.

Presented in partnership with the Hudson Center for High Performance.

CfHP provides leading-edge thinking and business solutions for today's toughest organizational performance challenges. The Center provides effective and practical solutions that maximize returns on strategic, financial and human capital investments.

Who should attend?

This course is for CEOs and their senior managers only. Applicants will be evaluated prior to acceptance.

When, where, how much?

The course will be held on March 15, 16 & 17, 2006, at the USC Los Angeles campus. The fee is \$3,950 per person and includes hotel accommodations. For more information or to obtain an application, please visit us online at www.marshall.usc.edu/contagious-success or call our Executive Education office at 213-740-8990.

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HIGH PERFORMANCE

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