

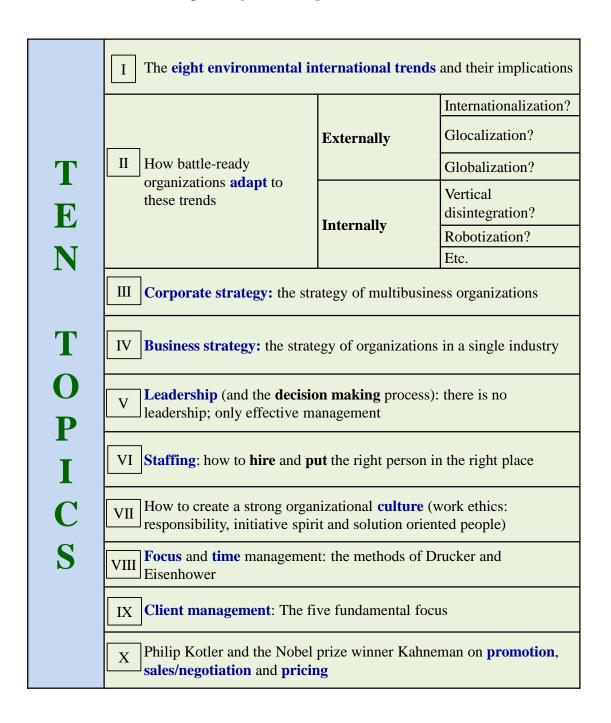


INVITE THE IDEAS OF THE FOUNDER OF MODERN MANAGEMENT TO VISIT YOUR COMPANY

1. Peter Drucker is the founder of modern management and made benchmark contributions in multiple areas: *Zuckerberg*, when launching Facebook, spent the weekends reading Drucker; *Bill Gates* when asked in 2005 by the Economist what he read he answered immediately: "Drucker of course", only to add after considerable time "and... and..."; the leader of the American congress made of a Drucker book of the 60s (The Effective Manager) required reading for all congress members; and *President Bush* gave to Drucker the highest American civil award: the medal of freedom.

2. Having Drucker left us in the previous decade, we still have the **relevance** and **power of his ideas** through a **Mini-MBA** coordinated by Professor Sá (Professor at Swiss Business School in Zurich and at AESE/IESE of Barcelona), former Drucker student who distinguished him with several recommendations to his books and academic career, Philip Kotler (the number one marketing Professor) also endorsed Professor Sá's work. And both, together with Kahneman the Nobel prize winner, create a unique contribution.

3. The Mini-MBA is composed by the **ten topics**:



4. These ten subjects of the Mini-MBA centered in the ideas of Peter Drucker, founder of modern management (together with those of Philip Kotler and the nobel prize winner Kahneman), will be shared among the **participants** by:

4.1. Workshops in the morning (which end up with the discussion of cases);

- 4.2. Individual **coaching** (optional) in the afternoon;
- 4.3. A special prepared document containing powerpoint slides; and
- 4.4. **Books** on each topic, which will be distributed among all participants.

5. The Mini-MBA can be **organized**:

- 5.1. One (fixed) day per week; or
- 5.2. Two contiguous days every two or three weeks; or
- 5.3. Every day during two weeks:
 - 5.3.1. on a row; or
 - 5.3.2. with an interval of two/three weeks.

6. Participants can be:

- 6.1. Between 10 and 20;
- 6.2. Middle or upper managers.

7. This is a **unique** Mini-MBA given:

- 7.1. The focus on the contributions of Peter Drucker, Philip Kotler and the Nobel prize winner Kahneman;
- 7.2. The cross-section and diversity of topics; and
- 7.3. It's very practical emphasis: workshops, cases and coaching.

