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EWMD PORTUGAL CONFERENCE November 6th, 2009

Leadership in the 21st Century

The New Approach to Leadership as seen by Women

The current world crisis has raised once again concerns regarding the lack of moral and ethical values from some of the leaders in for-profit organizations. On the other hand, the emerging importance of corporate social responsibility and sustainable development are improving consciousness for social, economic and environmental dimensions, the so called "triple bottom line" inside the organizations. This perspective provides a new way of thinking about strategic management, incorporating a holistic perspective of the firm and integrating the main stakeholders as internal and external forces affecting the accomplishment of goals and strategic plans. What kind of leaders will be able to manage their organizations more effectively in this new paradigm?

Whatever professional field you are in, this conference will stimulate your thinking about this new approach to leadership with impact at corporate strategic level. The conference will present a wide range of speakers from organizations, business schools and consulting companies. Diverse speakers' corners and knowledge cafés will be set up to facilitate great networking and learning opportunities, making perfect use of the special atmosphere in the heart of Lisbon.

We invite you to participate in this encounter, where the guest speakers will share with all of us their experiences and vision on the future of leadership.

GUEST KEYNOTE SPEAKER



RONALD GOOVAERTS

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Creative Mental Power Thinking, Feeling & Acting™

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