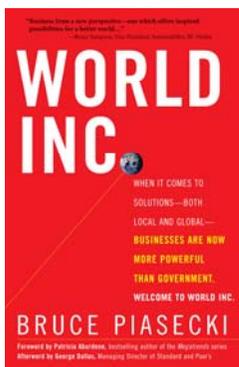




## Speaker: Bruce Piasecki



Dr. Bruce Piasecki is an intrepid forecaster, and the climate of global business is ever changing. The author of five seminal books on business strategy, valuation, and corporate change, including the Nature Society's book of the year, *In Search of Environmental Excellence: Moving Beyond Blame*, Piasecki speaks with gravity and informed optimism about corporations needing to respond to their social obligations. His message is that multinationals can approach social challenges, in conjunction with government, so that both the business and society can benefit.



**A map of the business world.** With his latest book, *World Inc.*, Dr. Bruce Piasecki examines a striking new phenomenon in socially responsible capitalism. As power moves increasingly into the hands of business, the world is looking to corporations instead of governments to solve its problems. *World Inc.* discovers the ways in which those corporations that can best address social issues (by creating superior products) will thrive and profit in this new world. Piasecki discusses the necessary shift toward social response capitalism for organizations brought about through leadership and innovation; gone are the days of focusing solely on technical quality and price.

Dr. Bruce Piasecki is the president and founder of The AHC Group, Inc., a top energy and environmental consultant to companies such as Toyota, BP, Chevron, DuPont, and Dow Chemical. The firm has specialized in energy, materials, and environmental corporate matters since 1981. Since 1990, Piasecki and his staff have run hundreds of benchmarking workshops for numerous multinational Corporate Affiliates, involving key executives in site remediation, power markets, emerging issues, and governance concerns since Enron.

**Planning a better business to make a better world.** Dr. Bruce Piasecki's 1995 book, *Corporate Environmental Strategy*, attracted considerable attention from change agents and board members among his client and affiliates network. Since that groundbreaking work appeared, Piasecki has moved his work in the fields of environmental and energy strategy closer to financial markets and mainstream financial diagnostics. Also, his business articles have appeared in the *Los Angeles Times*, *Baltimore Sun*, *Technology Review*, and *Christian Science Monitor*.

In order to help global businesses thrive, and develop a more fruitful society to become fruitful, Bruce Piasecki demarcates a corporate strategy for social response capitalism and distinguishes the leadership needed to carry it out.

*"In the growing, global business, there are new grounds for hope in this century."*

Traveling From: **New York**

**Local Fee Range:** \$10,001 to \$20,000

**East & West Coast Fee Range:** \$10,001 to \$20,000

## Speaker: Bruce Piasecki

Author, President and Founder of The AHC Group

### Bruce Piasecki's Speech Topics:

**Going Global, Going Green.** Piasecki outlines the impact the 300 largest companies worldwide have on a modern global society. Having rejuvenated corporate strategies for international brands such as Toyota and Hewlett Packard, his firsthand perspective deconstructs a new driving force in capitalism: competing on a playing field built on social needs. From balancing the conditions of employee living to making environmentally conscious business decisions, Piasecki speaks to organizations about the lessons we can learn from businesses of every size, and on a global scale.

**Social leaders and business leaders: cut from the same cloth?** Piasecki discusses the qualities of a good leader when faced with potential crises, and the natural reactions of panic resolve? The similarities of leaders in a political arena and leaders in the corporate sector are striking, and Piasecki presents his insights on competing in today's marketplace, along with personal anecdotes and industry examples. His benchmark set of workshops, the Corporate Affiliates Program, examines the characteristics of popular leaders vs. unpopular leaders, of successful management vs. failed direction, in everyone from CEOs to heads of state.

**To master the task of tomorrow, manage the challenge today.** Piasecki addresses two questions: What is social response capitalism, and what is it doing to my wallet? In order to reshape capitalism, he explains, the best organizations now compete on more precise social requirements than supply vs. demand or price vs. quality. His lecture analyzes the need for increased mobility, cleaner energy, and technological aids for the needy.

**Recruiting and retaining talent in modern times.** Piasecki talks about how becoming a leader with innovation and gravitas may not be enough in an ever more severe, always changing, contemporary world market. Instead, he notes that the job calls for someone who can bring passion and focus to superior products, and who can cultivate a workforce dedicated to the same set goal. Understanding the new rules of global competition, the swiftness of disclosures, and the profoundness of business challenges and conditions is one thing, but the application to make it work requires leadership with a solid foundation and structure, something Piasecki refers to in his lectures as the corporate mansions leading the charge.

**Developing leaders we can trust.** Piasecki articulates the tenets of a good leader this speech, using Abraham Lincoln and Winston Churchill as his models. His message also draws from personal experience living and learning in management positions. The role and goal of a leader is to find new paths to success and grow business in all situations and conditions, and Piasecki offers ten take-home lessons that help pave the way.

**Money doesn't manage itself.** Piasecki tailors this lecture to the particular industry he speaks before. Coming from both an inside and an outside perspective, he dissects the business of an organization. His observations on the new global-equity

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culture are reminiscent of a bird's-eye-view, akin to police helicopters hovering above the crimes of corporate self-regulation. He helps audiences understand the potency and sustainability of multinational companies to better invest in them, in order to generate more opportunities for innovation.

### Links of Interest:

#### RELATED DOCUMENTS

	Bruce Piasecki's Speech Topics - <a href="http://www.leadingauthorities.com/Talent/P/Piasecki_Bruce/Piasecki_Bruce_Topics.doc">http://www.leadingauthorities.com/Talent/P/Piasecki_Bruce/Piasecki_Bruce_Topics.doc</a>
	Bruce Piasecki's Biography - <a href="http://www.leadingauthorities.com/Talent/P/Piasecki_Bruce/Piasecki_Bruce1.doc">http://www.leadingauthorities.com/Talent/P/Piasecki_Bruce/Piasecki_Bruce1.doc</a>

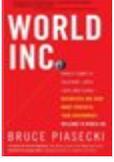
#### SPEAKER VIDEOS

Full Length Streaming Videos

	LAI Interview Produced by LAICM - <a href="mms://wms.leadingauthorities.com/windowsmedia/piasecki_b.wmv">mms://wms.leadingauthorities.com/windowsmedia/piasecki_b.wmv</a>
	LAI Interview Produced by LAICM - <a href="http://www.leadingauthorities.com/ram/piasecki_b384k_stream.ram">http://www.leadingauthorities.com/ram/piasecki_b384k_stream.ram</a>

Real Media Player or  
Windows Player Required

#### SPEAKER BOOKS

	World, Inc. – <a href="http://www.worldincbook.com">www.worldincbook.com</a>
	In Search of Environmental Excellence: Moving Beyond Blame <a href="http://www.amazon.com/exec/obidos/asin/0671690892/leadingauthori00A">http://www.amazon.com/exec/obidos/asin/0671690892/leadingauthori00A</a>

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