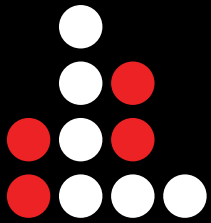


Developing Leadership through an Intentional Corporate Culture



LogiStyle

Helping Corporations Develop Logical Leadership

Developing Leadership through an *Intentional Corporate Culture*

2-Day Workshop



What is it?	A workshop for leadership teams of growth companies to analyze their current company culture vs. their intended culture through thought provoking exercises.
What is unique?	<ul style="list-style-type: none"> • Corporate culture as a hard analytical concept, not just a fuzzy emotional concept • Anatomy of corporate cultures – a framework for developing an intentional culture • Focus is on exposition of alternatives rather than prescription of the right choice • Options for cultural components analyzed through thought provoking exercises
Who should attend?	<ul style="list-style-type: none"> • Executive teams of growth companies looking to build internal leadership • Companies going through a dynamic change in their markets or their workforce
Topics covered	<ul style="list-style-type: none"> • Relationship between a company's leadership, its brand and its culture • Corporate culture as a concrete and precise analytical concept • Anatomy of a corporate culture and its impact on all business activities • Should your company be focused on the shareholders, customers or employees? • Is your people culture based on loyalty, performance, competition or lifestyle? • Is your decision making process consensus, democracy, authority or command? • What is risk and reward? How do you enable organization to take risk?
Format	A 2-day workshop where the leadership team of your company will collectively work on real situations drawn from real companies similar to yours and through those discussions help you define and refine your corporate culture.
Interested?	To get information on costs and to schedule this workshop at your company or in your metropolitan area, contact us at inquiries@logistyle.com or 503-789-1338

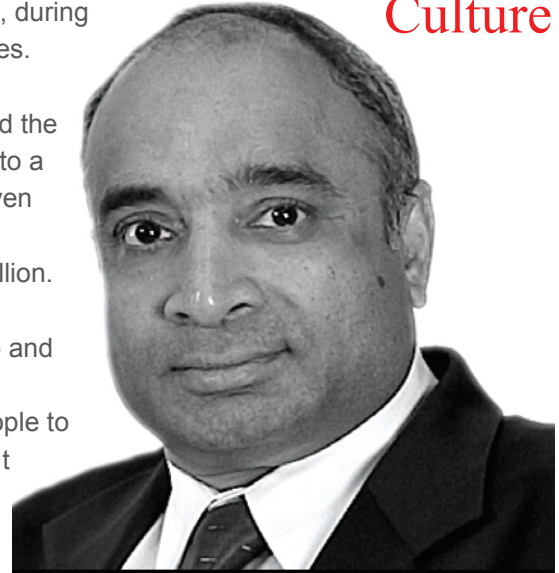
Workshop Leader

Developing Leadership through an Intentional Corporate Culture

Dr. Balaji Krishnamurthy has been recognized by Time, CNN, Wall Street Journal and other national publications for his unique and innovative style of corporate leadership. Time magazine included him in their list of 25 Global Business Influentials for his influence on corporate leadership. Unlike most consultants, he is an operating executive with 30 years of experience as a corporate leader in large and small corporations, during which he has personally modeled his innovative leadership principles.

As President and CEO of Planar Systems from 1999 to 2005, he led the company's transformation from a display component manufacturer to a full-service provider of flat-panel display hardware and software. Even as the technology industry collapsed, annual sales of this Nasdaq high-tech company more than doubled under his watch, to \$256 million.

Krishnamurthy frequently speaks at national events on stewardship and transparency in corporate cultures. Using provocative logic and a passionate style of delivery, he has an uncanny ability to cause people to reconcile one's personal convictions with their logical conclusions. It is only fitting that the motto of his consulting company is to help corporations develop logical leadership.



Dr. Balaji Krishnamurthy
President, Logistyle

Here is what they say	<p>Jerry Grimaud, CEO <i>Lawrence Fabric Structures</i></p>	<p>"Logistyle's culture seminar was exactly what our company needed to provide the company leaders a direction in preparing for our strategic planning. Through Balaji's series of exercises and comparison's with national and worldwide corporations, we were able to distinguish our present culture (and can now) develop our own intentional culture."</p>
	<p>Karla Bakersmith, President <i>Scrubs & Beyond</i></p>	<p>"I attended a Vistage session with Balaji Krishnamurthy as the speaker. After hearing him, I was so excited I quickly informed my management team that we were taking a new direction and changing to an intentional culture. I signed up for his two day seminar and I and my management team became committed to the process. . . . It is not an easy or overnight process, but one that I know will make a huge difference for my company. I highly recommend Balaji and his seminar for any company that wants to grow to a new level."</p>
	<p>John Jamar, CEO <i>Cable Constructors Inc.</i></p>	<p>"Finally, an expert on defining and attaining the intended culture for a growing/changing business. This highly organized workshop is giving us the knowledge to know what we must do and the tools to do it."</p>

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