

For immediate release
October 19, 2001

USI hosting annual Worldwide Lessons in Leadership Series

University of Southern Indiana will host "The New Leadership Challenge: Teaming Principles with Practices in a Time of Change," a one-day closed-circuit television presentation, from 9:45 a.m. to 4:30 p.m. Wednesday, November 7, at the Victory Theatre in downtown Evansville.

Featuring some of the world's leading business authorities, the program in the sixth annual Worldwide Lessons in Leadership Series will include Stephen Covey, author of *The 7 Habits of Highly Effective People*; Ken Blanchard, co-author of *The One Minute Manager*; Tom Peters, author of *the Brand You50, the Project50, and the Professional Service Firm50*; Martha Rogers, co-author of *The One to One Future* and *Enterprise One to One*; Gary Hamel, author of *Competing for the Future*; and Harry Paul, co-author of *Fish!*

Tackling today's toughest issues, the speakers will address ways to stay focused on primary objectives during economic upheaval; to build and sustain an atmosphere of trust and openness; to keep and inspire the most talented workers during cutbacks; to develop leadership at every level; and to go beyond managing a business to leading an industry.

The presentation also will include two *FORTUNE* Executive Panels with Michael Dell, founder, chairman, and CEO of Dell Computer; Jeff Immelt, president and chairman elect of GE; Dennis Kozlowski, CEO of TYCO, Int. Ltd.; Gordon Bethune, CEO of Continental Airlines; and Andrea Jung, CEO of Avon.

The discussion will focus on how the best companies transform themselves into "revolutionaries" to keep pace with a changing world. Journalist Linda Ellerbee will serve as moderator.

"The New Leadership Challenge: Teaming Principles with Practices in a Time of Change" is being presented at more than 150 sites in the United States and in 50 other countries with the cooperation of *FORTUNE* magazine.

The program cost is \$199 per person. A variety of discounts are available to teams of three or more people registering from the same organization. To register, call 800/689-9771 or visit the Web at www.lessonsinleadership.com.