

WORLD-CLASS PRESENTATIONS

for Executive and Leadership Events



Building
Passionate
Thinking
Pure-Performance
Organizations™



James R. Lucas, Author, Speaker, & International Consultant

of excellence

“Jim Lucas, an internationally recognized authority on leadership and organizational life...has addressed these topics in...books, in keynote addresses and in countless other presentations.... You can take what he says to the bank—both figuratively and literally.”

- Steve Forbes, President & CEO of Forbes, Inc.,
Editor-In-Chief, Forbes Magazine

“Many thanks for your contributions to our Forums in the UK and Ireland. Your content and polished presentation style were well received by all concerned.”

- Bill George, Chairman,
Customer Futures (United Kingdom)

“Jim Lucas isn’t an ivory tower teacher or preacher.... His years of experience...open a window on how to lead an ethical life that achieves great things.”

- Zig Ziglar, Author and motivational teacher

“Knowledgeable, passionate, and extremely well-prepared. A dynamic delivery!”

- Don Bland, President, Wal-Mart Argentina

INTERNATIONAL THOUGHT LEADER

James R. Lucas is an internationally acclaimed speaker and the author of numerous groundbreaking books on leadership and cultural design.

In presentations to leaders and teams around the world, Jim has provided tens of thousands of people with a substantial and sustainable return on their investment of time.

Jim consistently receives the highest reviews from executive and leadership audiences internationally.

In the American Management Association’s 85-year history, Jim is AMA’s highest-rated faculty member. He maintained his rank while teaching the most senior-level executives in AMA’s premier week-long Course for Presidents.

Jim is a renaissance man who brings examples from many different fields to enliven his presentations.

Jim’s landmark books include:

- ♦ **The Passionate Organization:**
Igniting the Fire of Employee Commitment
- ♦ **High-Performance Ethics:**
10 Timeless Principles for Next-Generation Leadership
- ♦ **Fatal Illusions: Shredding a Dozen Unrealities**
That Can Keep Your Organization from Success
- ♦ **Broaden the Vision and Narrow the Focus:**
Managing in a World of Paradox
- ♦ **Balance of Power: Fueling Employee Power without Relinquishing Your Own**
- ♦ **Passionate Lives & Leaders** - An 8-booklet series

Works in progress:

- ♦ **25 Leadership Lunacies (& How to Avoid Every One)**
- ♦ **Luman’s Laws of Leadership**



ANNUAL CONFERENCES • EXECUTIVE RETREATS • INTERNAL SUMMITTS • NEW INITIATIVES

What you will get is passion and real-world experience. A presentation that will provide your people with tested theory combined with fresh, actionable insights. A knowledgeable and qualified authority who will equip and inspire leaders at every level to produce powerful results.

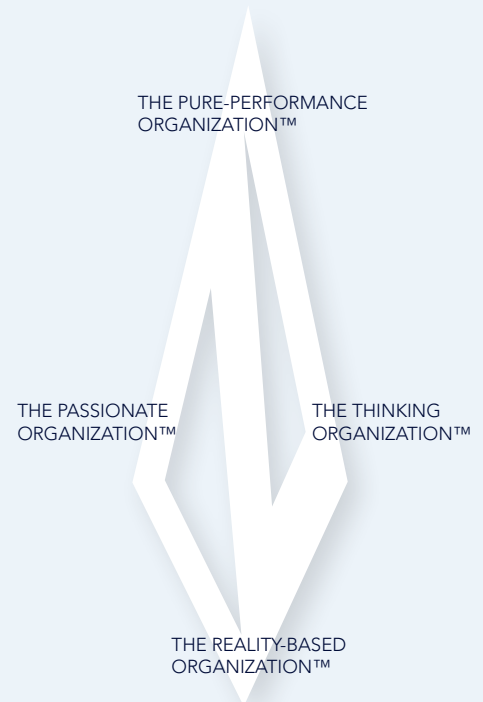
Get Ready to Make A Difference

- ‡ Host presentations that reveal proven principles and *PMATs™* (practices, mechanisms, and tools), based on 25 years of breakthrough research and hands-on consulting.
- ‡ Select the type of interaction to deliver the superior learning you need:
 - **Keynotes** – Incisive, inspiring, and informative; typically delivered in 45 to 90 minutes
 - **Seminars** – Half-day to multi-day presentations that provide participants with road-tested theory and game-changing takeaways
 - **Workshops** – Packed with practical ideas, an optimal blend of dynamic instruction, interaction, participation in assessments, and action planning
 - **Facilitated Discussions** – Skillful facilitation of roundtables and other custom formats to address your unique challenges and opportunities. Sessions may include analysis of assessment results, group discussions, and tackling of current problems
- ‡ Customize the format and length, the level and depth.
- ‡ Plan a one-off event or an interrelated series based on the *Diamond of Excellence™* (see the detail at right).
- ‡ Choose other speakers who are available for smaller events - all trained by Jim Lucas and using his outstanding materials.

THE DIAMOND OF EXCELLENCE™

Organizations and teams can maximize their potential with a framework to guide them to top-tier performance. The *Diamond of Excellence™* provides a comprehensive yet manageable framework. It guides organizations through 4 specific facets they must address to achieve powerful results and create value.

Choose from a range of topics in 4 essential facets of cultural design. This material is seamlessly designed and integrated to build *Passionate, Thinking, Pure-Performance Organizations™*.





"Passion is working with enthusiasm, energy, and commitment, knowing that you are building something excellent."

- James R. Lucas

Jim Lucas has taken this issue of "A Passionate Organization" head on. There are lots of self-proclaimed experts out there pitching passion as a differentiator but Jim owns that space. His research and writings set him apart from "all the rest..." Jim is at the top of our list of thought leaders. In providing world class thought leaders for our corporate partners, Jim's work around passion and organization make his return engagements a priority in capturing the magic of organizational greatness.

- Pete Luongo, Executive Director,
Center for Leadership & Executive Development,
University of Dayton

"Thanks for your great inspirational speech! Your friendship is priceless! Thanks once again for your help with the 'Heroes in Healthcare' conference - everyone enjoyed your presentation a great deal."

- Michelle & Joe Sweeney, Editor-in-Chief & Publisher,
Ingram's Magazine

When Price Waterhouse and Coopers Lybrand merged to become PricewaterhouseCoopers, the speaker they selected to keynote their "Day One" kick-off at the Chicago Palmer House Hilton was Jim Lucas.

THE PASSIONATE ORGANIZATION™



1. CAPTURING THE POWER OF PASSION™

Create an environment where passion, creativity, and *Pure-Performance™* can flourish. Based on the highly popular book *The Passionate Organization*, this presentation shows that unleashing passion is not a mystery but a matter of design.

Takeaways Include:

- ‡ *The 10 Key Elements of a Passionate Organization™*
- ‡ The unbreakable link between a passionate workforce and world-class results
- ‡ *Why Passion Trumps Engagement™*

2. IGNITING YOUR TEAM'S FIREPOWER™

Forget most of what you've heard about teams. This fresh approach explores the 7 components of teams that produce outstanding results and deliver much more than the sum of their parts. Filled with actions you can take tomorrow.

Takeaways Include:

- ‡ How to identify the *7 Keys to Effective Teams™*
- ‡ Dissecting the 7 core reasons that teams fail
- ‡ How to make diversity and dissent two of your greatest allies

3. OTHER PASSIONATE PRESENTATIONS:

- (a) *The 10 Keys to Retaining Passionate People™*
- (b) *Passionate Lives and Leaders: Leaving a Lasting Legacy*
- (c) *Maintaining Passion in Tough Times*

These topics are drawn from three powerful books:



4. RELEASING THE DYNAMIC OF COLLECTIVE THOUGHT™

This presentation moves your team far beyond being a mere “learning organization” and shows leaders how to build an organization that really *thinks*. In a knowledge economy where no one has the time to think, find out how to design an organization that unleashes the raw innovative potential locked in everyone’s mind and combines it to enrich your organization.

Takeaways Include:

- ‡ *The 10 Key Elements of a Thinking Organization™*
- ‡ The 7 requirements for creating possibility out of problems
- ‡ How to avoid the 5 types of questions that kill thought

5. THINK: HOW WORLD-CLASS LEADERS MERGE COMPETING IDEAS™

CEOs, division and department heads, team leaders, and entrepreneurs—they all face baffling choices and complex paradoxes every day. Rather than viewing them as conflicts requiring tradeoffs, or avoiding the reality of these competing ideas, discover a revolutionary strategy for merging them—how to be flexible *and* decisive, supportive *and* commanding, tactical *and* strategic.

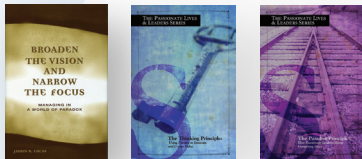
Takeaways Include:

- ‡ Why “either-or” thinking is so dangerous in a “both-and” world
- ‡ How the power of paradox revolutionizes decision making
- ‡ How world-class leaders turn competing ideas into competitive advantage

6. OTHER THINKING PRESENTATIONS:

- (a) Deriving *Elegant Simplicity™* from Business Complexity
- (b) Creating Opportunity out of Failure
- (c) *25 Leadership Lunacies™* (& How to Avoid Every One)

These topics are drawn from three powerful books:



“Most of the time when someone asks, ‘Should we do X or Y?’ the answer should be ‘Absolutely!’ ”

- James R. Lucas

“I have believed in your philosophy from the beginning and know more about the “Paradox of Both” than ever before....We need the substance of your message more now than ever before!”

- Dan Graham, President & CEO, The Berry Company

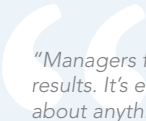
“I am so delighted to be sharing your considerable expertise with my audience. I think what I love most is that your insights apply not only to management but to life. So anyone listening, regardless of what they do for a living, will be inspired. I certainly am.”

- Maureen Anderson, host of the internationally syndicated radio program *The Career Clinic®*

“On behalf of our staff and the SFA membership, I would like to thank you....Your thoughtful presentation delivered just the right message to our audience.”

- James A. McCarthy, President & CEO, Snack Food Association

THE THINKING ORGANIZATION™



“Managers focus on methods; leaders focus on results. It’s either about performance, or it isn’t about anything.”

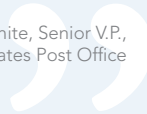
- James R. Lucas

“Jim did an excellent job of educating and entertaining key Ernst & Young clients.... The audience included [over 700] CEOs, CFOs, COOs, and other high-level executives.”

- Crystal Campbell, Ernst and Young

“Thank you for your contribution to our first Public Policy All-Hands Meeting. With your help, we had a very successful event....The information and inspiration you provided will help us achieve our goals.”

- Deborah K. Willhite, Senior V.P.,
United States Post Office



Jim Lucas founded Luman International, a firm dedicated to **Building Passionate, Thinking, Pure-Performance Organizations™**, in 1983.

THE PURE-PERFORMANCE ORGANIZATION™



7. DELIVERING PURE-PERFORMANCE™

This provocative presentation introduces the powerful concept of **Pure-Performance™** and outlines the 10 Keys that produce it. If you’re missing even one of these, your chances of achieving **Pure-Performance™** and **Intelligent Growth™** begin to fade. Miss two or more, and the lights are already going out. Code these 10 Keys into your organizational DNA and see firsthand how anything other than pure performance is just white noise.

Takeaways Include:

- ‡ *The 10 Key Elements of a Pure-Performance Organization™*
- ‡ The critical difference between “high” & **Pure-Performance™**
- ‡ How to exploit change before it exploits you

8. THE TREMENDOUS 10 OF LEADERSHIP™

25 years of Luman research and experience have revealed 10 powerful attributes common to outstanding leaders. These qualities don’t appear on the typical leadership laundry lists or “leadership profiles”—but they stand out in leaders who wield exceptional influence and produce top-tier results. This incisive presentation not only inspires leaders to implement these attributes—it shows them how.

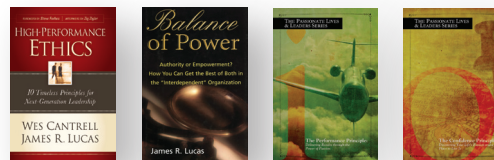
Takeaways Include:

- ‡ How to identify the **Tremendous 10™** all great leaders share
- ‡ The real difference between leadership and management—and how to use each effectively
- ‡ Why leadership principles supercede both personality type and leadership style when it comes to performance

9. OTHER PURE-PERFORMANCE PRESENTATIONS:

- (a) *The 10 Keys to Getting Innovation Everywhere™*
- (b) *Powersharing™* and *Deciding Who Decides™*
- (c) Leading With Power & Principle (From *High-Performance Ethics™*)

These topics are drawn from four powerful books:



10. SEIZING THE POWER OF TRUTH

In most organizations, a clear picture of reality may be missing even at the front lines—but the picture can become ever more distorted as it moves up the organization. This energizing presentation reveals 10 actionable keys to building an organization on the solid foundation of internal and external reality. Learn how to design an organization that faces reality and sends truth quickly to the decision makers who so desperately need it to create value for your team.

Takeaways Include:

- ‡ *The 10 Key Elements of a Reality-Based Organization™*
- ‡ Exposing the 5 Myths of Management
- ‡ How illusions ultimately become fatal to organizations

11. COMMUNICATION THAT COUNTS

As an ever-greater flood of information pours into our email and inbox, we find ourselves missing the essential and being overwhelmed by the irrelevant. This incisive presentation reveals the critical directions in which communication *must* flow in a results-driven organization. Discover original solutions for information overload. Learn how to get (only) the information you need, and how to communicate less so that it will count much more.

Takeaways Include:

- ‡ Why you're not the only one who feels lost in a sea of meaningless information
- ‡ How to redefine the goal of communication—if you want it to produce performance
- ‡ Effective steps to creating *Communication that Counts™*

12. OTHER REALITY-BASED PRESENTATIONS:

- (a) Shredding the 12 *Fatal Illusions™* that Destroy Success
- (b) *Constructive Conflict™* & *Consensus Management™*
- (c) The Crisis Principle: Managing through Meltdown

These topics are drawn from three powerful books:



“Wishful thinking is really enticing—and the first and greatest barrier to breakthrough success.”

- James R. Lucas

“Just wanted to say once again how awesome your presentation was. I continue to receive very positive feedback.... Content is king, and you have been gifted in this area. People are hungry for your material... You have some wonderfully insightful content that millions need to hear.”

- Stephen D. Christensen, Executive Vice President, Concordia University

“Thank you so much for sharing your insights and your experience with New York State managers and leaders. It was a superb presentation! I think the message came through loud and clear, and should make a significant difference in the way New York State meets many of its current and future challenges.”

- Kathleen Jordon, New York Governor's Office of Employee Relations

Jim has taught and consulted with leaders and teams in a wide variety of organizations, after an earlier corporate career that included serving as President & CEO of EMCI, a high-tech designer and manufacturer operating in the aerospace and medical device fields, and managerial stints with Hallmark Cards, VF Corporation, and Black & Veatch Consulting Engineers. He has been honored with continuous listings in *Who's Who in the World*, *Who's Who in America*, and *Who's Who in Finance & Industry*.



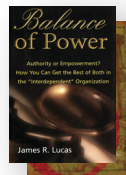
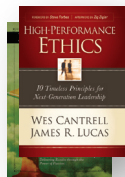
THE REALITY-BASED ORGANIZATION™



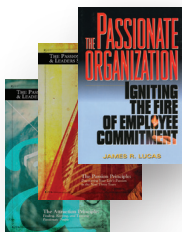
The books & research that support the Luman presentations

“There is nothing obscure or unhelpful in what Jim has to say.”

- Steve Forbes, President & CEO, Forbes, Inc.; Editor-in-Chief, Forbes Magazine

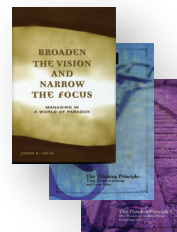


THE PURE-PERFORMANCE ORGANIZATION™

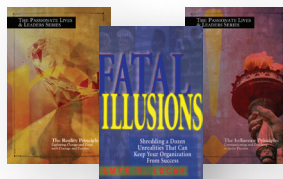


THE PASSIONATE ORGANIZATION™

THE THINKING ORGANIZATION™



THE REALITY-BASED ORGANIZATION™



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We welcome your emails and calls to discuss the ideal topic for your audience and event.