

EXECUTIVE SYMPOSIUM WITH STEPHEN M.R. COVEY

SPONSORS ONLY! Thursday, June 28, 1:45 – 4:00pm, follows the
ICF Phoenix *Prism* Award Luncheon, 12 Noon – 1:30pm at the Arizona Biltmore

For more information contact Ralph Aufheimer at 312.953.1427 or PrismAward@icfphoenix.com

A PRIVATE EVENT FOR ICF PHOENIX PRISM AWARD SPONSORS

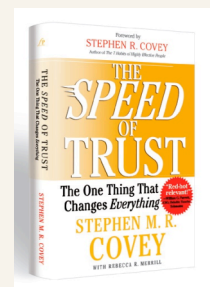
As a sponsor, you will have access to the VIP afternoon strategy session with Stephen M.R. Covey. Former CEO, best-selling author of *The Speed of Trust* and the new Best-selling book *Smart Trust*, he is also the eldest son of Stephen R. Covey, author of *The 7 Habits of Highly Effective People*.

This interactive meeting is a chance to impact your bottom line with Covey's "hidden variable" in the formula for organizational success. He has helped countless leaders, globally, use trust to link leadership to behavior change that drives results.

Companies who have actively built trust have seen their value appreciate 24% according to a recent IBM study.

Leaders who make *building trust* an explicit goal for their teams or organizations elevate trust to a strategic advantage—accelerating growth, enhancing innovation, improving collaboration and execution, and increasing shareholder value. Mr. Covey will discuss how these leaders:

- Choose to make 'building trust' an explicit cultural initiative.
- Understand the business case for trust.
- Recognize real costs as a **Trust Tax™**.
- Learn how to make trust a leadership competency
- Utilize integration tools to apply, reinforce, and integrate new language and behavior skills.
- Measure trust levels with a Team or Organizational **Trust Index Report**.



MEET STEPHEN MR COVEY & join in a private Q&A session led by him exclusively for invited Sponsors!

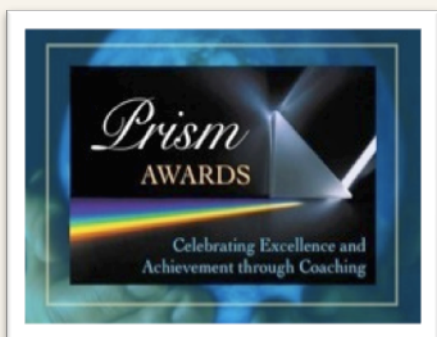
Find out why over 60 CEOs, Business Consultants, HR Authorities, Marketing, Media and Education experts gave rave reviews endorsing Covey's *The Speed of Trust*.

Learn how **The Speed of Trust™** is enabling leaders to implement meaningful and measurable change in areas such as:

- Employee Engagement
- Mergers and Acquisitions
- World Class Teams
- Culture Change
- Stronger Partnering
- Innovation

Please bring your questions and toughest leadership and business challenges for Stephen to address.

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[Silver Sponsors \\$1500](#)

Includes 2 seats in the Executive Symposium and Luncheon Table for 8

***Note: Prices increase March 1. Registration closes at 80 attendees.**