

**Strategy, Risk Management and Shareholder Value Creation:  
Applications of Return Driven Strategy  
Executive Seminar**  
Kellstadt Graduate School of Business, DePaul University  
Friday, October 1, 2010  
8:30am – 12:00 (noon)  
DePaul Center (Room 8005) 1 East Jackson Blvd. - Chicago, IL

The Center for Strategy, Execution, and Valuation at DePaul University will present a morning executive conference on Friday, October 1, 2010 on the latest developments and applications of *Return Driven Strategy*. The executive seminar will begin with a keynote by Dr. Mark L. Frigo, co-author (with Joel Litman) of the book *DRIVEN*, on how management teams are using the Return Driven Strategy to drive superior performance and while managing strategic risk. The “Strategy Audit”, the latest application of Return Driven Strategy will be presented by a CEO as an approach to align business strategies toward changing customer needs, technologies and emerging competitors to drive innovation and growth. A keynote will be presented by Bart Madden, a pioneer in developing CFROI will present a keynote on using a systems mindset for building and investing in businesses for long-term wealth creation. The seminar will conclude with a panel of executives discussing applications of the Return Driven Strategy framework.

**Agenda**

8:30-8:45am	Continental Breakfast and Networking (8005 DePaul Center)
8:45-9:30am	Keynote – <i>Strategy, Risk and Shareholder Value Creation: Applications of Return Driven Strategy</i> Dr. Mark L. Frigo, Center for Strategy, Execution, and Valuation
9:30-10:00	New Developments – The “Strategy Audit”: Applications of Return Driven Strategy for Assessing Risk and Driving Growth and Innovation Jim Hurley, CEO Vegetable Juices, Inc.
10:00-10:15	Coffee Break
10:15-11:00am	Keynote – <i>Strategic Valuation: A Systems Mindset for Building and Investing in Businesses for the Long Term</i> Bart Madden, author of <i>WEALTH CREATION: A Systems Mindset for Building and Investing in Businesses for the Long Term</i> (Wiley 2010)
11:00-12:00	<i>Panel of Executives: Application of Return Driven Strategy</i>

**How to Register?**

Registration fee is \$100 per attendee. You can register at:

[https://outlook.depaul.edu/exchweb/bin/redirect.asp?URL=http://learning.depaul.edu/standard/content\\_areas/continuity\\_application/courselisting.asp?master\\_id=938%26master\\_version=1%26course\\_area=COC%26course\\_number=117%26course\\_subtitle=00](https://outlook.depaul.edu/exchweb/bin/redirect.asp?URL=http://learning.depaul.edu/standard/content_areas/continuity_application/courselisting.asp?master_id=938%26master_version=1%26course_area=COC%26course_number=117%26course_subtitle=00)

For questions, please contact [centersev@depaul.edu](mailto:centersev@depaul.edu) or 312.362.8852. This program is approved for 4.0 hours of Continuing Professional Education (CPE).

**Who Should Attend:** Management and board members involved in enterprise risk management, strategic planning and performance management, and those professional advising boards and management in strategy and strategic risk management can benefit from the discussions in this seminar.