



CAREER DRIVEN STRATEGY

Applying Great Business Strategy to Your Career

FRIDAY, APRIL 24, 2009

2:00pm- 4:00pm

DePaul Center – Room 8005

1 East Jackson Boulevard -- Chicago, Illinois

Presented by Dr. Mark L. Frigo and Joel Litman

The Center for Strategy, Execution and Valuation invites Kellstadt alumni and Kellstadt students to attend a special workshop as our guests. All Kellstadt students and prospective Kellstadt students are invited to attend this workshop as guests of The Center for Strategy, Execution and Valuation.

Space is limited so RSVP now by emailing centersev@depaul.edu

Every person needs to think and act strategically about their career choices and activities. This is especially true in today's changing economic environment. How can you translate the practices of the best companies in the world to create and execute a great career strategy? In CAREER DRIVEN, we describe how Return Driven Strategy can be applied to the individual, which we call *Career Driven Strategy*. The Return Driven Strategy framework is a pattern of strategic activities of the high performance companies and described in the book *Driven: Business Strategy, Human Actions and the Creation of Wealth* (www.returndriven.com).

Over the last several years, we conducted a series of intensive career strategy workshops at the Kellstadt Graduate School of Business at DePaul University and other major business schools. We also presented workshops and seminars at corporate universities and management development programs at Fortune 500 companies where we applied Return Driven Strategy to the individual, to management teams and career strategy in career coaching and mentoring. *Career Driven Strategy* is now being successfully used as a management coaching tool at companies and as a career strategy guide by individuals. If you weren't already in your current career or job, would you enter it today? And, if the answer is no, what are you going to do about it?" CAREER DRIVEN provides a way to help you to define personal wealth, identify your unique and most valuable capabilities and chart a course based on your ability and intention create a pathway to a better professional life and lifestyle.

