



RETURN DRIVEN STRATEGY

Driving Value Creation and Managing Risk in a Turbulent Economy

FRIDAY, April 24, 2009
8:00 a.m. to 12:00 p.m.
DePaul Center – Room 8005
1 East Jackson Boulevard -- Chicago, Illinois

Return Driven Strategy is a framework that is now being used by business leaders around the world to improve planning and focus execution of their business plans toward greater growth and profitability that will drive shareholder wealth creation.

The Center for Strategy, Execution, and Valuation is presenting this special executive forum on Return Driven Strategy and its applications, including the latest applications in strategic risk management.

The conference will be led by Dr. Mark L. Frigo and Joel Litman, the creators of the Return Driven Strategy framework (www.returndriven.com) and authors of *Driven: Business Strategy, Human Actions and the Creation of Wealth*. The conference includes keynote presentations on the Return Driven Strategy framework, case studies of the successful application of the framework and a panel of business leaders who have used the framework to drive business success and manage risk.

Agenda

- 8:00 to 8:30 a.m. Continental Breakfast and Networking
- 8:30 to 10:00 a.m. Opening Keynote: Joel Litman and Dr. Mark L. Frigo
The Return Driven Strategy Framework
--How the Return Driven Strategy framework works
--How the Return Driven Strategy framework is being used
--Return Driven Strategy Success Stories
- 10:00 to 10:15 Coffee Break
- 10:15 to 11:00 a.m. Keynote: Dr. Mark L. Frigo
New Developments and Applications of Return Driven Strategy
--A Framework for Strategic Risk Management
--Best Practices from High Performance Companies
- 11:00 to 12:00 a.m. Panel Discussion of Business Leaders who have used the Return Driven Strategy framework to drive business success and manage risk
--Q&A and Adjournment

Registration fee is \$295 per attendee. You can register by contacting centersev@depaul.edu or 312.362.8784. This program is approved for 4.0 hours of Continuing Professional Education (CPE).

The Center for Strategy, Execution, and Valuation is a center of excellence and engagement platform for thought and practice leaders in strategy execution