



## Return Driven Strategy: An Executive Conference

FRIDAY, OCTOBER 3, 2008

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 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 an executive conference 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](http://www.returndriven.com)) and authors of *Driven: Business Strategy, Human Actions and the Creation of Wealth* ([www.driventhebook.com](http://www.driventhebook.com)).

The conference includes a special keynote presentation by Mr. E. Terry Groff, President of Reading Bakery Systems. Mr. Groff will discuss how Return Driven Strategy has been used to guide his company to greater returns and growth and how it is being used to communicate and execute strategy at his firm.

### **Agenda**

- 8:00 to 8:30 a.m. Continental Breakfast and Networking
- 8:30 to 10:00 a.m. Opening Keynote: Mr. 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
- 10:00 to 10:15 Coffee Break
- 10:15 to 11:15 a.m. Mr. E. Terry Groff, President, Reading Bakery Systems  
*Leading Return Driven Strategy: A CEO's Perspective*  
-Reading Bakery Systems – A Return Driven Strategy Case Study  
-Q&A
- 11:15 to 12:00 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

Registration fee is \$295 per attendee. You can register by contacting [centersev@depaul.edu](mailto: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  
for thought and practice leaders in strategy execution.*