



## RETURN DRIVEN STRATEGY

### Driving Profitable Growth and Managing Risk in a Troubled Economy

FRIDAY, September 18, 2009

8:30 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 and the Strategic Risk Management Lab are presenting this special executive forum on Return Driven Strategy and its applications, including the latest applications in Strategic Risk Management and managing in a troubled economy.

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*.

The conference will include a special keynote presentation by John J. Mulherin, CEO of Ziegler Companies on the Return Driven Strategy framework and its successful application in driving business success and manage risk.

#### **Agenda**

8:00 to 8:30 a.m. Continental Breakfast and Networking DePaul Center Conference Center

8:30 to 10:00 a.m. **Opening Keynote:** Dr. Mark L. Frigo and Joel Litman  
*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. **CEO Perspectives:** Keynote presentation by John J. Mulherin, CEO of Ziegler Companies on the use the Return Driven Strategy framework to drive business success and manage risk

11:00 to 12:00 a.m. **Closing Keynote:** Dr. Mark L. Frigo  
*New Developments and Applications of Return Driven Strategy*  
--A Framework for Strategic Risk Management, ERM and GRC  
--Strategies for Surviving the Recession and Preparing for the Rebound  
--Q&A and Adjournment

Registration fee is \$250 per attendee. You can register by contacting [centersev@depaul.edu](mailto:centersev@depaul.edu) or 312.362.8852. 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 and strategic risk management*