

Faculty Guide

Young Presidents' Organization

Welcome to the Young Presidents' Organization

We are honored to include you on our roster of distinguished international faculty. Your professional background and specialized expertise contribute to the excellence of our executive education programs. These meetings, seminars, conferences and universities create a stimulating forum for education and idea exchange. They present a platform from which world leaders in business, finance, government, the arts and sciences, law and communication can discuss and debate mind-challenging concepts, profit-making ideas and personal improvement theories with our membership, a group of the world's most successful young corporate executives and presidents.

Introduction

The Young Presidents' Organization is a member-run international educational association of over 4,500 corporate presidents under the age of 49. Its purpose is to provide members with a comprehensive program of advanced education and personal enrichment activities in which individual and professional skills can be improved and business contacts developed and extended.

Members of the Young Presidents' Organization, along with their spouses and families, are active participants in the advanced education programs which they have chosen as important to their business and personal growth. They are well-educated, highly motivated, affluent men and women who have become corporate presidents before age 40. These highly select individuals, who are among the corporate elite of today's CEOs, are committed to cultivating and expanding their roles as "Complete Corporate Executives"—decision makers, global citizens, concerned parents and spouses.

As a group, members are actively engaged in a variety of businesses, including manufacturing, retail or wholesale trades, construction, finance, the service industries, natural resources and transportation, and employ, on the average, 343 workers. (See accompanying chart for percentage breakdown of businesses.) Fifty-three percent of the companies are currently involved in international business, with the number forecast to increase in the future. The current sales volume of these successful companies ranges from US \$5 million to US \$100 million or more. Approximately half of the companies are principally family owned, with the other half almost evenly distributed between privately owned (28%) and publicly owned (21%).

The long-range goal of the Young Presidents' Organization's executive education programs is to provide its members with the knowledge and tools to improve their business/management skills and family and individual development. At the same

time, the programs are selected to help members reflect on the values and attitudes that have formed their corporate strategies, their visions of executive excellence and their roles as business leaders in their communities and in the world.

<u>Principal Business</u>	<u>Total Membership</u>	<u>North American</u>	<u>Non-North American</u>
Manufacturing	35%	34%	40%
Retail or Wholesale	22%	21%	23%
Construction	11%	11%	12%
Finance	9%	9%	8%
Service Industry	18%	18%	16%
Natural Resources	2%	2%	1%
Transportation	3%	3%	5%
Other	6%	6%	5%

Education Programs

The programs described below range from the fundamental educational program, the local chapter meeting, to the comprehensive international universities for presidents, and are complemented by supportive educational materials: electronic and computer communications media, a magazine, a newsletter and other literature.

Local Chapter Meetings are highly active grass-roots level education programs held about 10 times each year. Local and global business issues—from the international economy to small business—and cultural and family interests are discussed in small group settings. Family and personal interests also are major topics on field trips and weekend retreats.

Area Conferences are 3-4 day gatherings of about 300 members and spouses from chapters within a specific geographical region. Well-known speakers discuss such business topics as successful high-tech acquisitions, as well as women's and family subjects that include women's health issues and drug and alcohol use among children. The annual area conferences also present a great opportunity for members to interact with their successful peers.

Seminars are 2-3 day small-group intensive programs on specific topics open to the entire membership. They are led by Organization members and international faculty. Programs focus on industry trends, management concerns, executive skill development, personal and family enrichment, and other areas of interest. Travel seminars combine visiting a new locale with the study of its history, culture, governmental structure and business practices.

Family University is the principal program that enables members' children to share in Organization activities. The speakers and program agenda are geared specifically to family-related issues.

International Universities for Presidents are the largest (about 1,000 attendees—CEOs and spouses) and most wide-reaching education events of the year (100 hours of educational programming). These week-long international gatherings, held three to four times a year in major world capitals, attract a faculty of about 50 world-famous leaders, corporate giants, academicians and specialists. The curriculum covers global topics such as business leadership in the world, geopolitics and the world economy. Also included are timely self-improvement subjects and discussions on the future development in major fields and industries, such as education, technology and energy. Participants also have the opportunity to explore new cultures and customs, while learning about local business opportunities.

Supportive Educational Materials include audio-tape selections of outstanding faculty and member presentations; a videotape program addressing industrial and family-oriented subjects; the YPO Data Network, a computer-based network system for information exchange; *Enterprise*, a sophisticated magazine that reports on international business and management trends and individual member achievements; the monthly newsletter *Briefing* that keeps members up-to-date on programs, people and events; and other informative literature sent to members throughout the year.

Presentation Points

Experience has shown that the most successful presentations are those that are well-organized and dynamically delivered, stimulate lively interaction among all parties, and introduce innovative, even daring ideas. These programs are designed to motivate the corporate decision makers to reexamine their corporate visions, leadership roles and personal responsibilities in an increasingly complex and rapidly changing economic, political, social and cultural environment. Following are several suggestions to help you prepare a successful YPO presentation.

- Well-planned, concise presentations, paced to the subject and summarized to provide practical end-benefits, when appropriate, have proved very popular with the Organization's results-oriented audience.
- In preparing your presentation, consider opening your discussion with questions, as they sometimes serve to quickly motivate members, or by canvassing members about what issues they would like to have expounded.
- When suitable to meeting format and topic, plan to include individual and small-group exercises that can be prepared and completed by participants during the work sessions.
- In organizing your presentation, you should allow some time for a free give-and-take among participants.
- Creative formats such as joint presentations, panel discussions, teleconference hookups, and video or computer setups might be considered for presenting your information.
- If you plan to send course materials to registrants before the meeting, please contact the member or staff person in charge of the program early enough so that the material arrives in time for the session. Also, if you intend to use handouts, your YPO contact can tell you the anticipated attendance.

- If any special equipment—movie or slide projector, flip charts, supplies, etc.—is needed, please request it from the member or staff person responsible for the program.
- Before your scheduled appearance, arrange a meeting with the member or staff person to discuss the theme, format and methodology of your presentation.

Additional Information

- Frequently, faculty members' presentations are selected for audio and/or videotaping. These tapes are distributed exclusively to present and former members. Should your presentation be chosen, you will be asked to sign a release and will be given a complimentary copy of the tape.
- It is the policy of the Organization not to permit reporters or any type of press coverage at its meetings. Your presentation is strictly off the record and for YPO members, their spouses and invited guests.
- At the week-long YPO universities held in major cities around the world, members acting as faculty hosts will familiarize you with how a YPO university operates. They also will escort you to YPO social functions and introduce you to other faculty and YPO members, as well as to your class.

Evaluation of Presentations

Generally, the individual in charge of the program will request participants to evaluate your presentation using a form YPO has designed for this purpose. Evaluation of presentations is beneficial to faculty, members and YPO education staff. Faculty can improve future talks when they understand the areas of strength and the areas of weakness in their presentations. Members have the opportunity to review what they have gained from the presentation and to comment on what information needed greater clarification. And, the YPO education staff is better able to maintain the high standards for selection of faculty, gauge the changing interests

and preferences of members and develop a data bank of faculty and programs, which serves as a reference when staff and members plan future programs.

Evaluations are used only by YPO staff and members, and information is kept strictly confidential. You are encouraged to review the evaluation form before and after your presentation.

Conducting Business with Members

Direct solicitation of business is to be avoided. Your presentation should serve as your calling card. There is no need to pass out sales brochures, business cards, or make a sales pitch. Interested members will make it their business to do business with you by contacting you directly or through YPO staff. If complaints regarding a speaker's professional conduct are evidenced, the speaker may be removed from the Organization's faculty list or other similar action may occur.

If you have any questions, or wish to discuss any of the above information, please don't hesitate to contact us.

Young Presidents' Organization, Inc.
52 Vanderbilt Avenue, New York, NY 10017 U.S.A.
Telephone: 212/867-1900
International Telex: 422271 YPO UI
North American Telex: 968489 YPO NYK

YPO European Area Office
14, Route Morache, CH-1260 Nyon, Switzerland
Telephone: 022/61 20 59
Telex: 28136 YPO CH

YPO Trans-Pacific Area Office
1002 Sutherland House, 3 Chapter Road, Central
Hong Kong
Telephone: 852(5) 268786, 268825
Telex: 63000 YPO HX