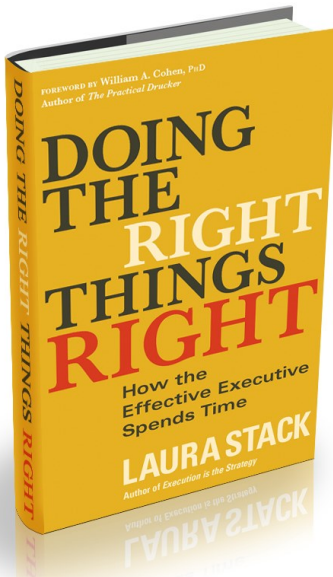


DOING THE RIGHT THINGS RIGHT



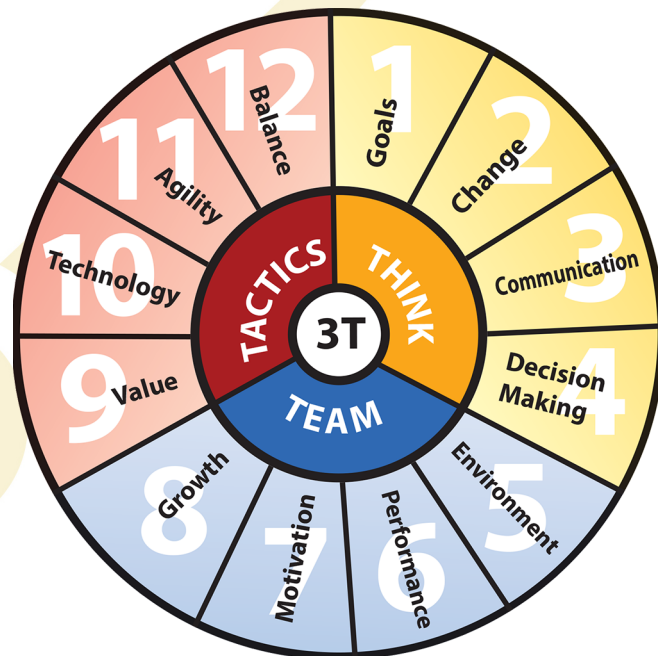
How the Effective Executive Spends Time



KEYNOTE DESCRIPTION

As an MBA student, Laura Stack was inspired by Peter Drucker's classic 1969 book *The Effective Executive*. But a lot has changed since it was written. And while Drucker's advice on *what* to do remains brilliant, he didn't give much detail on the *how*. This keynote detailing how today's leaders and managers can obtain profitable, productive results with their time by managing the intersection of two critical values: effectiveness and efficiency.

Effectiveness, Stack says, is identifying and achieving the best objectives for your organization—doing the right things. Efficiency is accomplishing them with the least amount of time, effort, and cost—doing things right. If you're not clear on both, you're wasting your time. As Drucker put it, "There is nothing so useless as doing efficiently that which should not be done at all."



Stack identifies twelve practices that will enable leaders to be effective and efficient, grouped into three areas where they spend their time, called 3T Leadership: **THINK** (Business), **TEAM** (Employees), and **TACTICS** (Self). For each practice, Stack offers advice from her 25 years in the trenches, working with thousands of leaders globally. You'll receive scores of new ideas on how you, your team, and your organization can boost productivity.