



Leadercast Curriculum

Speaking Topics

***Speaking times tentative*

Bill McDermott – 25 min

Co-CEO of SAP

Education: Bachelor's degree in Business Management from Dowling College; MBA in Business Management from the Kellogg Graduate School of Management at Northwestern University; Completed the Executive Development Program at the University of Pennsylvania's Wharton Graduate School of Management

Professional Qualifications: Bill McDermott was appointed co-CEO of SAP alongside Jim Hagemann Snabe on February 7, 2010. In this capacity, and also as a member of the Executive Board of SAP, he oversees SAP's strategic business activities relative to all customer operations, sales, marketing, communications, field services, consulting, corporate development, and ecosystem activities. McDermott will transition to sole CEO of SAP in the spring of 2014.

As the world's leading provider of business software, SAP is an over \$80 billion company with more than \$17 billion in revenue in 2011. SAP's more than 55,000 employees and its vast ecosystem enable 183,000 customers of all sizes in more than 25 industries and 130 countries worldwide. SAP AG is headquartered in Walldorf, Germany, and McDermott is based at the company's North American headquarters location in Newtown Square, Pennsylvania. Since his arrival in 2002, the company has delivered unparalleled growth in market share, revenue, and customer satisfaction in key markets.

Topic to be Presented: Looking beyond yourself and into the lives of those that you lead

Malcolm Gladwell – 30 min

Award-Winning Journalist and Best-Selling Author

Education: Bachelor's degree in History, University of Toronto

Professional Qualifications: Malcolm Gladwell has been a staff writer with The New Yorker magazine since 1996. His 1999 profile of Ron Popeil won a National Magazine Award, and in 2005 he was named one of Time Magazine's 100 Most Influential People. He is the author of *The Tipping Point: How Little Things Make a Big Difference*, (2000) *Blink: The Power of Thinking Without Thinking* (2005), and *Outliers: The Story of Success* (2008) all of which were number one New York Times bestsellers. His book *What the Dog Saw* (2009) is a compilation of stories published in The New Yorker and his new book *David and Goliath: Underdogs, Misfits and the Art of Battling Giants* will be published in October. From 1987 to 1996, he was a reporter with the Washington Post, where he covered business, science, and then served as the newspaper's New York City bureau chief.

Topic to be Presented: Humility

Dr. Henry Cloud – 30 min

Best-Selling Author and Leadership Consultant

Education: Bachelor's degree psychology, Southern Methodist University; PhD in clinical psychology, Biola University

Professional Qualifications: His background as a clinical psychologist and business consultant bridges the gap between what a business needs and what leaders have to do to get results. He has extensive experience as a CEO and Executive Team coach, as well as an organizational consultant in a wide range of companies from Fortune 500 to family-held firms and many boards. He specializes in coaching leaders, building teams, and developing

organizational cultures. The author of over twenty books, including *Necessary Endings, Integrity, and 9 Things A Leader Must Do*, he has been featured and reviewed in many publications, including The New York Times, The Wall Street Journal, The Los Angeles Times, and The Boston Globe.

Topic to be Presented: Making Others Better as a Result of Your Presence

Archbishop Desmond Tutu – 30 min

Nobel Laureate and Human Rights Activist

Education: St. Peter's Theological College, King's College

Professional Qualifications: Archbishop Desmond Tutu is a world-renowned human rights activist and Nobel Peace Prize recipient. Beginning with his opposition to apartheid in South Africa, he has worked tirelessly to spread peace, justice, and democracy and to end racial divisions throughout the world. In 2009, President Obama awarded Archbishop Tutu the Presidential Medal of Freedom - the highest civilian honor - for his significant contributions to the nation and the world. In 2013, he was awarded the Templeton Prize for his lifelong work in advancing spiritual principles. The Archbishop's great friend Nelson Mandela perfectly summed up his legacy: "Sometimes strident, often tender, never afraid, and seldom without humor." He is also chairman of The Elders, a nonpartisan group of influential global statesmen, which speaks out against ongoing injustice and works for positive change.

Topic to be Presented: A Beyond You World

Randall Wallace – 25 min

Director, Screenwriter, Producer and Songwriter

Education: Duke University, Duke Divinity School

Professional Qualifications: Randall Wallace is an American screenwriter, director, producer, and songwriter, who came to prominence by writing the screenplay for the 1995 film *Braveheart*. His work on the film earned him an Oscar nomination for Best Original Screenplay and a Writers Guild of America award for Best Screenplay Adapted Directly for the Screen. His other films include *The Man in the Iron Mask*, *Pearl Harbor*, *We Were Soldiers* and *Secretariat*. Randall wrote the lyrics to the song Mansions of the Lord, which is featured in the movie *We Were Soldiers* and was sung at Ronald Reagan's funeral.

Topic to be Presented: The Secret Power of Giving

Laura Schroff – 20 min

Former Advertising Sales Executive and Best-Selling Author

Professional Qualifications: Laura Schroff's book, *An Invisible Thread*, brings to life the inspiring true story of an 11-year-old panhandler, a busy sales executive, and their unlikely meeting with destiny in 1986. Since the launch in November 2011, *An Invisible Thread* has been on the New York Times bestseller list for a total of 36 weeks and is the recipient of many prestigious awards, including a Christopher Award, DreamCatcher Award, and the Local Hometown Hero Award presented by New York Congressman Steve Israel. Laura is a former advertising executive who has worked with several major media companies, including Time Inc. and Condé Nast. Born and raised on Long Island, Laura was part of the advertising team that made USA Today a successful national newspaper. Before helping launch three of the most successful start-ups in Time Inc. history: InStyle, Teen PEOPLE, and PEOPLE StyleWatch—she was also the New York Division Manager at PEOPLE magazine. Laura has also been the New York Ad Manager at Ms. magazine and Associate Publisher at Brides.

Topic to be Presented: A Beyond You Moment

Simon Sinek – 30 min

Leadership Expert and Best-Selling Author

Education: Bachelor's degree in Cultural Anthropology, Brandeis University; City University

Professional Qualifications: A trained ethnographer and author of *Start With Why: How Great Leaders Inspire Everyone to Take Action*, Sinek has held a life-long curiosity for why people and organizations do the things they do. Fascinated by the leaders and companies that make the greatest impact in the world, those with the capacity to inspire, he has discovered some remarkable patterns of how they think, act and communicate. He has devoted his life to sharing his thinking in order to help other leaders and organizations inspire action. Sinek shares his optimism with all who will listen. He speaks around the globe and has commented for local and national press, including The New York Times, Wall Street Journal, The Washington Post, Houston Chronicle, FastCompany, CMO Magazine, NPR and BusinessWeek. Sinek is a regular contributor to The Huffington Post, writes his own blog, simonsinek.com and makes regular guest appearances on MSNBC's Your Business, among others. Sinek is an adjunct staff member of the RAND Corporation, one of the most highly regarded think tanks in the world. He is also active in the arts and not-for-profit world, working with Education for Employment Foundation to help create opportunities for young men and women in the Middle East region. When not in hotels, he lives in New York, where he teaches graduate level strategic communications at Columbia University.

Topic to be Presented: Leaders Eat Last

Laura Bush – 15 min

First Lady of the United States (2001-2009)

Education: Bachelor's degree in Elementary Education at Southern Methodist University; Master's degree in Library Science at the University of Texas at Austin

Professional Qualifications: One of the most beloved and admired American First Ladies, for decades Laura Bush has championed key issues in the fields of education, health care, and human rights. She has traveled to more than seventy-six countries, including two historic solo trips to Afghanistan, and has launched groundbreaking education and healthcare programs in the U.S. and abroad. The author of the bestselling memoir, *Spoken From the Heart*, Mrs. Bush also founded both the Texas Book Festival and the National Book Festival in Washington D.C. Today, as the Chair of the Woman's Initiative at the George W. Bush Institute, Mrs. Bush continues her work on global healthcare innovations, empowering women in emerging democracies, education reform, and supporting the men and women who have served in America's military.

Topic to be Presented: Serving

Andy Stanley – 30 min

Best-Selling Leadership Author and Communicator

Education: Bachelor's degree in journalism, Georgia State University; Master's degree in theology, Dallas Theological Seminary

Professional Qualifications: Andy Stanley is a sought-after leadership communicator, author, pastor, and the founder of North Point Ministries, Inc. (NPM). Since its inception in 1995, North Point Ministries has grown from one church to five in the Atlanta area and has helped plant over thirty strategic partner churches globally. Each Sunday, more than thirty thousand attend worship services at one of NPM'S five churches. In addition, every month, well over a million people from nearly every country in the world choose to tune in, download, and stream Stanley's teaching content via TV, radio, podcasts, and live streaming. Stanley's books include *The Next Generation Leader*, *Visioneering*, *Enemies of the Heart*, and *The Principle of the Path*.

Topic to be Presented: Leveraging Your Influence for the Sake of Others

Total Speaking Time: 235 minutes

Other Educational Programming (Videos, Lunch Speakers, Experiential Breaks, Etc): 170 minutes

Supplemental Learning Opportunities

- **Articles in conference notebook:** Focused around the topic of Beyond You.
 - o Number of Articles: 4-6
 - o Approximate Reading Time: 100 minutes
- **Application questions in Leadercast Journal:** Follow-up questions and reflection to help attendees apply speaker topics to their professional and personal lives.
 - o Number of Questions: 15-20
 - o Approximate Completion Time: 150 minutes
- **Leader interviews on Leadercast NOW:** Interviews with practitioners and thought leaders about their leadership practices backstage at the Leadercast.
 - o Approximate Video Time: 160 minutes

Total Supplemental Opportunities: 410 minutes