

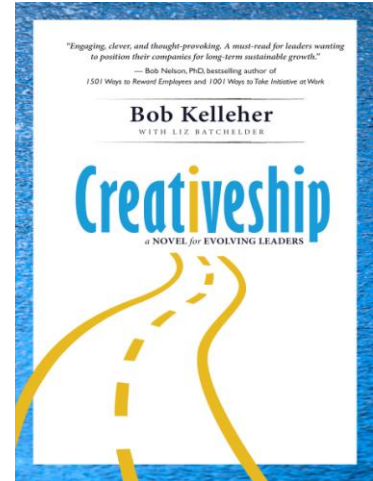


Be our guest **January 30<sup>th</sup>** for a complimentary breakfast keynote

## **Creativeship** by Bob Kelleher

*The Evolution from Management to Leadership to Creativeship*

Join SilkRoad as we host a special keynote  
- the global book launch of author and speaker  
Bob Kelleher's latest book,  
**Creativeship**, *A Novel for Evolving Leaders*.



### **“Creativeship”**

Over the past 25 years, we have seen the shift from *management* (managing things, data, and process) to *leadership* (leading people). We're now evolving yet again: *Creativeship*, defined as the necessity to create a sustainable culture and business model that can compete and thrive in this new era. Creativeship consists of 6 interdependent business pillars: Purpose, Engagement, Performance, Innovation, Tri-branding, and Global Growth

### **Session Details:**

**When:**

Wednesday, January 30, 2013

Breakfast – 7:30

Keynote – 8:00-9:30

**Where:**

Hilton Doubletree Hotel

44 Middlesex Turnpike Bedford, MA

### **~ Keynote by Bob Kelleher ~**

As Founder and CEO of The Employee Engagement Group, and author of *Louder Than Words*, *10 Practical Employee Engagement Steps...that Drive Results!*, and the just released *Creativeship, A Novel For Evolving Leaders*, Bob travels the world sharing his insights on workforce trends, leadership, and employee engagement. Recently seen or heard on NBC News, CNBC, Fox, Fortune, and Business Week, Bob's high energy talks always contain practical best practices and case studies.

Bob was previously the Chief Human Capital Officer for a global 45,000 employee global firm.

To register, please visit <http://rx.hu/vxcW> by January 24, 2013.

**Space is limited and seats fill up quickly; we request that attendance from any one company be limited to two people.**

**~ Special Thanks To Our Friends ~**

