

Introducing the World's Leading Expert  
on Navigating Business Transitions

# DR. MICHAEL D. WATKINS

Chairman and Chief Intellectual Officer, Genesis Advisers  
Best-Selling Author of *The First 90 Days*, and *Your Next Move*



**In business, change is the only constant.** In this dynamic environment, the most important skill you and your organization can develop is the ability to adapt rapidly to change. Whether growing, downsizing or implementing a new strategy, your transitions deserve professional guidance—today.

Dr. Michael D. Watkins is the world's leading expert on navigating business transitions. He works everyday with leaders and their teams to achieve faster and more successful results. Through his work at Genesis Advisers, he has helped thousands of executives make successful transitions. He can help your organization address these topics:

## Your Next Move: Navigating High-Stakes Changes

You've got big ideas and ambitions, and have done well...so far. But are you really ready for what's next? Michael prepares you for the 8 classic transitions—including an internal promotion, managing former peers, on-boarding, and an international move—that you will face along the road to becoming a senior leader. He also discusses the challenge of organizational change and the impact of company-wide acceleration programs.

## Hero or Steward: Matching Leadership Style to Organizational Change

The most successful leaders adapt their leadership style as conditions change in their organizations. You may be facing the “hidden transitions” that are part of normal growth and downsizing—or coping with a merger, reorganization, or new leadership. Michael explains the critical relevance of leadership style, and how you can master the art of adaptive and inspirational leadership for ongoing success.

## Your Next 90 Days: Thriving in a world of continuous transitions

Welcome to your next challenge! Be it the First 90 Days, or the next business challenge, you need to take the time to assess yourself and the situation you are facing to maximize your results. Make an investment in your success and plan Your Next 90 Days. Based on the international bestseller, *The First 90 Days*, recognized as one of the top 100 business books of all time.

**For More Information, Contact Shawna Slack at Genesis Advisers**  
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or visit [www.michaeldwatkins.com/speeches\\_meetings](http://www.michaeldwatkins.com/speeches_meetings)



**“The On-Boarding Bible”**  
—The Economist

## CREDENTIALS

- World-renown expert in leadership development
- Former professor at IMD (Switzerland), INSEAD (France), Harvard Business School, and Harvard's the Kennedy School of Government
- Consultant to the Fortune 500
- Chief Intellectual Officer and Chairman, Genesis Advisers
- Creator of Genesis Advisers's award-winning leadership development programs

To celebrate the launch of *Your Next Move*, Michael will provide **FREE copies for every engagement prepaid by 9/21/09.** (Events can be scheduled at a mutually-agreed time in 2009-2010.)