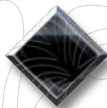




PHILOSOPHY SYNOPSIS





T H E

# C H O S E N

◆ many are called. few are Chosen

“As we look into the next century, leaders will be those who empower others!”

**Bill Gates**

What do you do when you see that your country is suffering because not enough high-quality leaders are emerging from the next generation?

Most people just sit around the dinner table and whinge about it.

But some dynamic, visionary and determined people, companies and brands, are doing something positive to resolve this potential crisis.

They are the catalysts behind **The Leading CEO Council**, a unique annual event where South Africa's top businessmen and women unite to discuss leadership issues and to mentor those who will succeed them.

Without strong, intelligent and wise leaders, companies will flounder as the experienced elders are succeeded by a generation ill prepared for power.

The same applies to the country as a whole, as we struggle to produce talented young politicians who inspire confidence in its citizens. We look at the next potential leaders with concern for the future of our economy, political stability, social cohesion and ethical values to enrich the nation.

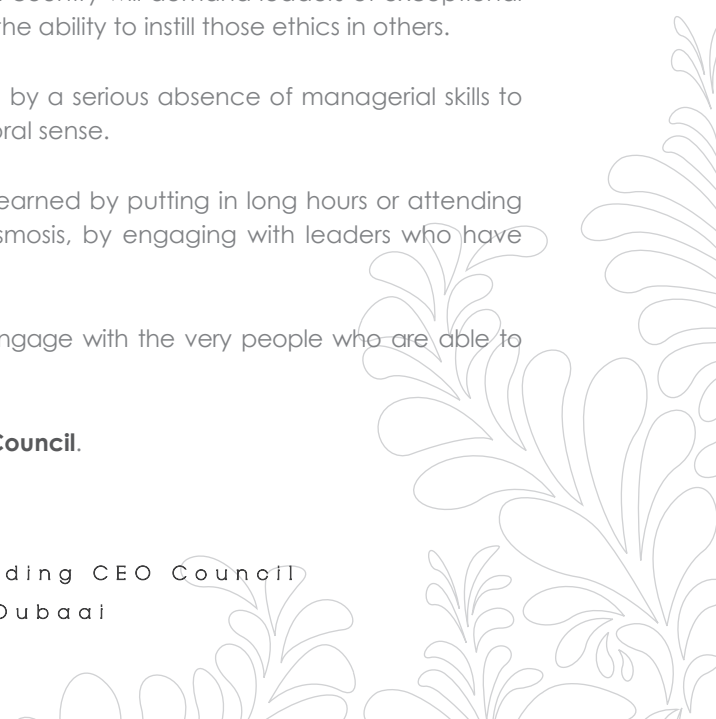
Transforming South Africa into a vibrant, stable and united country will demand leaders of exceptional vision. They will need courage, honesty and integrity, and the ability to instill those ethics in others.

Yet expertise is in short supply across all industries, topped by a serious absence of managerial skills to lead by making bold decisions that make business and moral sense.

People are not born with the skill to lead. Nor is it purely learned by putting in long hours or attending generic management seminars. It is partly learned by osmosis, by engaging with leaders who have mature and principled value systems.

Yet even ambitious and intelligent youngsters struggle to engage with the very people who are able to impart life's lessons.

This need inspired the launch of the annual **Leading CEO Council**.





The event is a premier platform for captains of industry and decision-makers to debate and define the underlying role and qualities of leadership that are crucial for South Africa to forge ahead.

Ranked by The Sunday Times as the top event on the business calendar for five consecutive years, the 2010 event is spearheaded by **MTN Business** as **The Headline Partner**, supported by further local and global **Partner** brands - such as **Badimo Gas, Peotona, Glenrand M.I.B., BMW, Pam Golding Properties, Microsoft, Jameson, The Hyatt Regency Oubaai, Carte Blanche, GQ, Business Report, MoneyWeb, SuperSport International, Top Billing, Carducci, Viyella, Levis Strauss, Spitz, AVIS, Carlton Hair, Clarins, Southern Right, Toast & Co** – to mention just a few.

The three-day Initiative features seminars, workshops and debates where 24 of today's top leaders will help to mould the leaders of tomorrow.

The Protégés will be handpicked from the top university graduates by **The Brightest Young Minds**. They will be accompanied by a Head-Boy and Head-Girl as nominated by Francois Pienaar's foundation – **Make A Difference**, bringing together three generations of some of the best minds in South Africa.

The Protégés will gain invaluable exposure to those indefinable qualities that turn a good manager into a great leader. They will join debates about morality and ethics, honesty and compassion, and will network with the cream of business society in an invaluable step along their career paths.

This is the only platform that allows future leaders to engage in constructive dialogue with the current leaders, and to forge invaluable relationships and associations.

The captains of industry gain stimulating insights too, by sharing ideas, discussing challenges and proposing solutions to create a collective force championing sustained growth and prosperity.

This year the conversations will be directed by **The Leadership Advisor, Partner Heidrick & Struggles**, specialists in helping clients recognise what leadership they need to deliver on future strategies, assess the leadership they have today, and close the gap between the two.

Renowned psychologist **Dr Deon van Zyl**, along with corporate social investment guru **Cal Bruns** of **Matchboxology**, will also facilitate some debates.

Founding Partner, **Alison Gregg** of **Alison Gregg Public Relations** says the Initiative is an incomparable opportunity for respected and credible leaders to embrace the role of mentorship, and to address issues vital to the future of South Africa in an open and frank environment.

Only when an individual's emotional, spiritual, intellectual and business intelligence are challenged, fortified and proven will leaders of substance emerge. All the participants have their mindsets challenged, because leadership cannot be a static status. CEOs are moving from a dictatorial world into a dialogue world as global social networks make everyone more open to scrutiny.

"The emphasis is very much on persuasive manner and style, as well as ethical leadership. A big trend in the personal development of leaders is the science of positive psychology, with its emphasis on character virtues and strengths," says Van Zyl.

"I am 100% certain that CEOs in the future decade will be required to deliver measurable and positive social impact as well as return on investment via their organisations," adds Bruns. "Those CEOs and organisations who see this as opportunity versus responsibility will be the clear winners."

Values and ethics are the seeds of great leadership, and **The Leading CEO Council** creates the fertile soil for those seeds of ethical wisdom to be sown.

