CONCORDIA UNIVERSITY IRVINE

SCHOOL OF BUSINESS

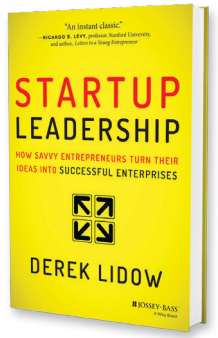
CONCORDIA UNIVERSITY IRVINE'S SCHOOL OF BUSINESS
BUSINESS INSIGHTS SERIES

STARTUP LEADERSHIP

HOW SAVVY ENTREPRENEURS TURN THEIR IDEAS INTO SUCCESSFUL ENTERPRISES

SPEAKER **DEREK LIDOW**

LEADERSHIP EXPERT, CEO, PROFESSOR



Thursday, October 30, 2014
7:00 a.m. - 8:15 a.m.

Breakfast: 7:00am | Speaker 7:30 a.m. - 8:15 a.m.
Concordia University Irvine | Grimm Hall Conference Center
1530 Concordia West, Irvine, CA 92612

Cost: $25 per person (includes breakfast)
Group of 4: $80 | Alumni & MBA Students: $15 | Table of 8: $175
Sponsorship VIP Table of 7 (speaker host): $400*
*(includes priority seating & free book for all sponsor's table guests)
Event Sponsor: $1,000 (2 tables)

Leadership expert, CEO, Entrepreneur, Professor, and Start-up Coach, Dr. Derek B. Lidow, founder/CEO (iSuppli) and authority on the global electronics industry, will share finding from his research and book, "Startup Leadership." Anyone can start a business, but only leaders will succeed. The difference between success and failure isn't just tactical, it's personal. Success requires specific "startup leadership" skills that change quickly, stage by rocky stage. Dr. Lidow has developed some tools that you can use no matter where you are on your journey.

REGISTER NOW AT **WWW.CUI.EDU/BIS**

REGISTER NOW AT
WWW.CUI.EDU/BIS

WHAT YOU'LL LEARN

Whether you are at the idea stage or managing a mature enterprise, during this engaging and thought-provoking talk, Dr. Lidow will share:

- The most common reasons for startup failures
- Skills required for success at each stage of your company's growth
- How to create a personal leadership strategy that leverages your strengths and mitigates your weaknesses
- Share case studies and real-life examples of effective entrepreneurial leadership

ABOUT DEREK LIDOW

- Global CEO, innvovator and entrepreneur
- Professor, Princeton University
- Startup teacher and mentor
- Speaker and Author

Dr. Lidow has spent a career testing what it takes for a company to succeed. His contributions have improved companies as diverse as Sony, Samsung, Philips, Goldman Sachs and IBM. Today, as a Professor in Entrepreneurship at Princeton University, speaker and coach, he is on a mission to empower people with the confidence and skills to build better businesses. You can look forward to Derek's hands-on, how-to leadership advice.

Read more about the speaker at **www.DerekLidow.com**

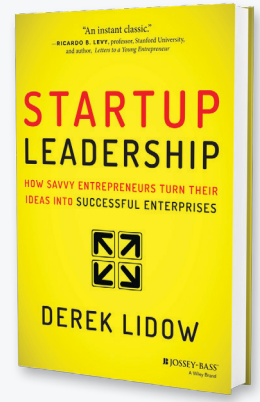
PRE-ORDER YOUR COPY FOR PICKUP AT THE BREAKFAST:

ONLY $25

Books will also be for sale at the breakfast with a book signing held after the event.

RESERVATIONS REQUIRED BY
Tuesday, October 28, 2014

QUESTIONS
Emily.porter@cui.edu
(949) 214-3488



CONCORDIA UNIVERSITY IRVINE
SCHOOL OF BUSINESS

Concordia University Irvine
School of Business - Grimm Hall
1530 Concordia West
Irvine, CA 92612

Non-Profit Org.
U.S. Postage
PAID
Permit #664
Fullerton, CA