

2007 CPBIS/IPST TECHNOBUSINESS FORUM *New Horizons in Enterprise Transformation*

September 25-26, 2007
Georgia Tech Hotel & Conference Center
Atlanta, Georgia

Industry leaders attending these discussions will spend a day and half interacting with nationally recognized practitioners and experts from academia and industry on leading edge new perspectives and success oriented business strategies driven by value enhancing enterprise transformation. With increasing levels of business turbulence across industries, continuous improvement is necessary but not at all sufficient for survival for the industries of today and tomorrow.

Enterprise Transformation – Perspectives & Successful Applications

These panel sessions will provide for innovative understanding of –

An Overarching Management Perspective

What are the key differences between dominant and dying companies? Dominance is sustained by Corporate Strategies that create value with customers, by Business Structures that are built on distinctive competencies, and Management Systems that create stretch cultures.

An Essential Core Systems Perspective

Enterprise Transformation is driven by experienced and/or anticipated value deficiencies that result in significantly redesigned and/or new work processes as determined by management's decision making abilities, limitations, and inclinations, all in the context of the social networks of management in particular, and the enterprise in general.

Crucial Directions for Successful Applications

Examples of transformations – how to now know your enterprise is ready, what transformation risks and options have worked and why, and what are the optimal business conditions for success.

CEO Panels – In two separate panels, CEOs will share their thoughts and experiences on industry shaping issues that are related to and/or drive Enterprise Transformation

Cross Industry CEO Panel – CEOs from across industries bring insights that extend beyond their own industry

Forest Products Industry Panel – CEOs will address issues that particular impact the Forest Products Industry