

**COMPLIMENTARY**

Foreword by **RICHARD BRANSON**

# The SECRETS of CEOs

**150**  
Global Chief Executives  
lift the lid on **business,**  
**life and leadership**

Steve Tappin and Andrew Cave

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## ACCA Guest Lecture

### Leading Through Turbulent Times Business leadership in times of crisis

By Steve Tappin, Author of 'The Secrets of CEOs' and Managing Partner in the Global CEO & Board practice, Heidrick & Struggles,

**ACCA is delighted to have Steve Tappin, author of the best-selling book, "The Secrets of CEOs" (published on June 2008), to share his experiences and studies of how top CEOs from around the globe manage crisis effectively.**

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*A CRISIS IS AN  
OPPORTUNITY RIDING  
THE DANGEROUS WIND  
CHINESE PROVERB*

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**Steve will be speaking for ACCA Singapore before sharing a platform with other business leaders like Jack Welch, Rudy Giuliani, Carly Fiorina, Gary Hamel, Bill George and other leadership gurus at Leaders in London 2008 on December 3rd.**

The ongoing financial crisis and economic downturn is taking a toll at the top of the corporate ladder, where Chief Executive Officers (CEOs) are now more likely than ever to be ousted for poor performance.

In such tumultuous market conditions, it has become imperative that CEOs take firm action and effectively lead their companies through the current crisis. Effective crisis response becomes a competitive advantage for organizations whose CEOs make timely, effective and well coordinated responses.

To shed greater insight into the role of the CEOs in turbulent times, ACCA is proud to present Steve Tappin, author of the best-selling book, "The Secrets of CEOs" (published on June 2008), to share his experiences and studies of how top CEOs from around the globe manage crisis effectively. The lessons learnt from the CEOs featured in the book will be invaluable as CEOs and other key decision makers seek to effectively lead their organisations successfully in tough times.

#### Date

3 November 2008, Monday

#### Venue

**Marina Mandarin Hotel**

6 Raffles Boulevard, Marina Square  
Singapore 039594

(nearest MRT station: City Hall)

#### Time

3:00pm - 5:00pm

(Registration from 2.30pm onwards)

#### Fee

**\$100**

ACCA Member/Affiliates/Students/  
Supporting Organisation

**\$120** Non-Members

**All delegates to the lecture will receive a specially autographed complimentary copy of "The Secrets of CEOs"! (worth \$48.50)**

#### Enrolment Deadline

31 October 2008, Friday

#### Timetable

2.30 pm - Registration / Coffee

3.00 pm - Welcome Address

3.05 pm - Guest Lecture

3.50 pm - Question & Answer Session

4.15 pm - Networking & book signing

5.00 pm - End

Refreshments and snacks will be served

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# The SECRETS of CEOs

**150**

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**COMPLIMENTARY BOOK**

**ACCA**

## **ACCA Guest Lecture**

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By Steve Tappin, Author of 'The Secrets of CEOs' and Managing Partner in the Global CEO & Board practice, Heidrick & Struggles,

#### **About the Speaker**

**Steve Tappin**, a recognised authority on the CEO agenda, Steve has over 20 years' experience of acting as an advisor, coach and talent partner to Global500 companies. A sought after speaker, Steve is frequently asked to comment on the CEO agenda by news organisations such as CNBC, the BBC and the Daily Telegraph and to appear at major events such as Leaders in London and The BusinessWeek European 50. A successful CEO, Steve founded and led two consulting businesses, Edengene and Leaders Reloaded, having spent the early part of his career with ICI and as a partner at PA Consulting and KPMG.

Steve will also be sharing a platform with Jack Welch, Rudy Giuliani, Carly Fiorina, Gary Hamel, Bill George and other leadership gurus at Leaders in London 2008 on December 3rd.

#### **About the book:**

The Secrets of CEOs is the first book in which CEOs tell you in their own words:

- What it's really like to be a CEO and how the top CEOs actually do the job
- The secrets to successfully dealing with the five hard facts of life which will be critical to business success in the coming decade
- How businesses and CEOs will evolve to win in the next decade
- The leadership experiences required to succeed in the new world of work

The Secrets of CEOs gives the reader a truly global insight into being the CEO of over 150 companies drawn from right across the world.

For more details on the book, please visit [www.theseecretsofceos.com](http://www.theseecretsofceos.com)

**Enrolment Form for “Leading Through Turbulent Times  
Business leadership in times of crisis” - Monday, 3 November 2008 at Marina Mandarin Hotel**



**Contact Person's Particulars**

**Contact Person :** \_\_\_\_\_ **Membership No.:** \_\_\_\_\_  
**Designation :** \_\_\_\_\_ **Company :** \_\_\_\_\_  
**Tel :** \_\_\_\_\_ **Fax :** \_\_\_\_\_  
**\*Address :** \_\_\_\_\_  
 \_\_\_\_\_  
**E-mail :** \_\_\_\_\_  
 (FOR CONFIRMATION, PLEASE PRINT IN BLOCK LETTERS)

**All Participants Details (Single cheque payment)**

Name of Participant/s	Company/Title	Reg No. (If applicable)	Amount
<b>Amount Payable:</b>			

**Payment Method**

Cheque payable to “**ACCA Singapore Pte Ltd**”    Bank    \_\_\_\_\_    Cheque No.    \_\_\_\_\_

**Remarks**

**Important notes:**

1. ACCA Singapore reserves the right to cancel or make any adjustments to the event.
2. Enrolment by fax is NOT accepted.
3. **Please indicate on the reverse side of your cheque, Your Name, Contact Details and Event Name.**
4. Full payment must be received prior to the event. Registration forms submitted without payment will not be accepted.
5. Enrolment is on a first-come-first-served basis.
6. No cancellations 3 days before the event but substitutions will be permitted.
7. Enrolment confirmation will be sent via e-mail to each enrollee after enrolment dateline.  
(E-mail address must be provided)
8. Receipts & Invoices will be issued upon request.