



Press Contact:

+48 58 321 7302
agnieszka@speakers.pl

CSA Poland Presents Leadership Trends for the Future Inaugural Forum in Warsaw entitled "Leadership for the Future"

November 28, 2008: On November 21, 2008, CSA Poland held its Inaugural Forum in Warsaw entitled "Leadership for the Future". The forum featured keynote speeches by the world renowned futurologist Ray Hammond and Europe's leading authority on virtual leadership, Mark Fritz. Attendees included top business managers including CEOs, marketing and PR managers, as well as HR managers. The event also included a press conference with the two speakers where journalists had a chance to meet them in person and ask topical questions facing leadership today and in the future.

Mark Fritz captivated the audience with a presentation entitled 'Successfully Leading People at a Distance.' When asked of his experience in Poland, he replied, "I was very excited to speak at the inaugural forum as it was my first time in Poland. I had the opportunity to walk around Warsaw and three words came to mind: Youth, Energy and Pace. It's great to see such energy, and you can see why Poland's economy is growing at such a fast pace." Fritz was also very impressed with his listeners who offered him a warm welcome. He elaborated, "The reception of the audience was great, and you can tell by the quality of the questions that were asked." In his presentation he explained that "successful leaders know that distance magnifies, and that there is a big impact if a leader does not possess strong leadership skills in leading today's virtual organisations. When leading at a distance, you don't have the chance to be reactive and fire fight. You have to be much more proactive and manage on an outcome basis, rather than an activity basis."

After a short break, Ray Hammond gave a magnificent keynote speech on his 'Seven Key Drivers of Leadership for the Future', which include world population growth, climate change, the looming energy crisis, the world's poorest billion, globalization, accelerating exponential technology development and the prevent-extend model of new medicine. Regarding his visit to Poland, Hammond's positive words are well worth noting, "Poland's growth is admired by other European nations and the country is well situated to take advantage of future trends in business. In particular, its highly educated and hard-working young people will drive innovation and lead progress in Eastern Europe." He continues to advise that, "in the future, innovation in leadership techniques, technology developments and business processes will ensure rapid growth for Poland for decades to come."

Ray Hammond is one of the most experienced and widely published futurologists. For over 25 years he has researched, written, spoken and broadcast about how future trends will affect society and business. He is the author of four futuristic novels, ten non-fiction books and various film, TV and radio dramas. His books have been best-sellers in the USA, UK, France, Spain, Poland, Japan and China, including his most recent book "The World in 2030", published in November 2007.

Mark Fritz is an authority on virtual leadership and leading people at a distance. He has been acknowledged for his expertise and is currently teaching at the prestigious IFL – Stockholm School of Economics. He is the MD and Founder of Procedor Limited, a company focused on enabling leaders to become even more successful. Not only does he have vast international experience having lived in Egypt, Italy, Japan, Netherlands, Singapore, the UK and USA prior to founding Procedor, he has also enjoyed twenty-five years in a series of global leadership roles at the Eastman Kodak Company.

For more information on this event and the two keynote speakers, please contact CSA, Poland on +48 58 321 7302.

About

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