



#### Press Contacts

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## Recognizing the Importance of Virtual Leadership

Mark Fritz to teach at IFL – Stockholm School of Economics

**Burnham, UK, March 25, 2008:** Mark Fritz, an authority on Virtual Leadership, has been acknowledged for his expertise and will be teaching at the prestigious IFL – Stockholm School of Economics starting in April, 2008. His classes will include Virtual Leadership and Living & Working Internationally, topics which are currently in great demand. The Stockholm School of Economics is a private university which educates men and women for leading positions in the private and public sectors.

Mark Fritz is the MD and Founder of Procedor Limited, a company focused on enabling leaders to become even more successful. He also leads MBA Workshops on Virtual Leadership at the Instituto de Empresa Business School in Spain. At the beginning of April he will be conducting his 8th MBA group with the Virtual Leadership Sessions, and will be finalising the Virtual Teams Seminar in Madrid during that time. 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.

When asked how he assesses performance in a virtual team organisation, he replied, "The most important thing is to make the performance of the organisation very visible to everyone. The greatest pressure to get things done is not the leader/employee pressure, but 'peer' pressure." He continued, "The performance measurements need to cover the results the organisation is committed to deliver. A successful virtual leader encourages the sharing of ideas and best practices. All great leaders know that knowledge or information only gathers power when shared."

Mark Fritz brings a rich blend of cultures and experiences to every event he conducts. He has successfully combined best practices from around the world to create an innovative set of business tools, ideas and insights that can help businesses of all sizes become even more successful. These include Virtual Leadership, Personal Effectiveness, Leading Today's Workforce, Leading Complex Teams and Organisations, Leading International Teams and Organisations, as well as Leading Across Cultures. His presentations help develop greater leadership flexibility which allow audiences to leave with a toolkit of practical techniques useful in all of today's complex business environments. These are only a few of the benefits that the students at the IFL – Stockholm School of Economics will gain from his lectures.

For more information on Mark Fritz, please contact Dagmar O'Toole, CSA's Global Operations Director on +44 1628 601 462 or email her at [dagmar@speakers.co.uk](mailto:dagmar@speakers.co.uk).

#### About

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