

**December 12, 2017**

**8:30 a.m. to 12:00 p.m.**

8:00 a.m. Continental Breakfast

12:00 p.m. Lunch

**Location:**

Mount St. Mary's University  
Frederick Campus  
5350 Spectrum Drive  
Frederick, MD 21703

**Brought to you by:**

Mount Saint Mary's  
BB&T Center for the Study of the  
Moral Foundations of Capitalism



**Also Sponsored by:**  
Word Among Us

**Registration:**

**By November 10 – Early bird:**

**\$125 – per leader**

**\$400 – leadership team of four**

Price Increases to \$150 per leader and \$500  
for leadership team of four after 11/10

**Register online:**

[www.msmary.edu/bbt](http://www.msmary.edu/bbt)

or call 301.447.5396

**Limited to  
40 participants**

Presented by:



[www.spitzercenter.biz](http://www.spitzercenter.biz)

# ***Journey to Excellence***

## **Organizational Culture, Performance and Ethics**

*Improve your leadership and organizational culture  
with the Four Levels decision-making model.*

The Spitzer Center for Ethical Leadership has a unique approach to helping leaders bring out the best in themselves and others. Our programs are based on timeless insights into the four basic drivers of human nature, distilled into practical guidance on how to help leaders build a great, high-performing culture, and individuals see their profession in a new light that inspires their own work.



**Happiness is the only goal that people pursue for its own sake, which makes it an ideal lens for explaining why people and organizations behave as they do.**

The desire for happiness drives all behavior and decision-making. But this single desire has four expressions or levels, one of which will be dominant. That dominant level has a profound impact on the choices people make in life and on the job, and an organization's culture is shaped by the level at which most employees seek fulfillment.

The ***Journey to Excellence*** Seminar will show you how to:

**Apply** the Four Levels of Happiness to your own life, professional work, and leadership style.

**Maximize** constructive thinking and behavior in your organization's culture.

**What you will get:**

- ✓ Journey to Excellence program summary guide and roadmap
- ✓ Personal 4 Levels Analysis & Organization Culture Inventory
- ✓ Tools for daily reflection reinforcing 4 Levels of Happiness
- ✓ Journey to Excellence Audio set of 16 Milestones

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"Robert Spitzer has drawn a blueprint for ethical consideration and conduct within our organization at every level of activity."

**– Jim Sinegal, Co-founder, Costco Wholesale Corporation**

"Drinking deeply from this well of wisdom will help any leader soar to new heights."

**– Alan Mulally, Former President, Ford Motor Company**

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**Presenters:**



**Jim Berlucchi**  
Executive Director  
Spitzer Center for  
Ethical Leadership



**Tim Ryan**  
Director of Client  
Services  
Spitzer Center for  
Ethical Leadership