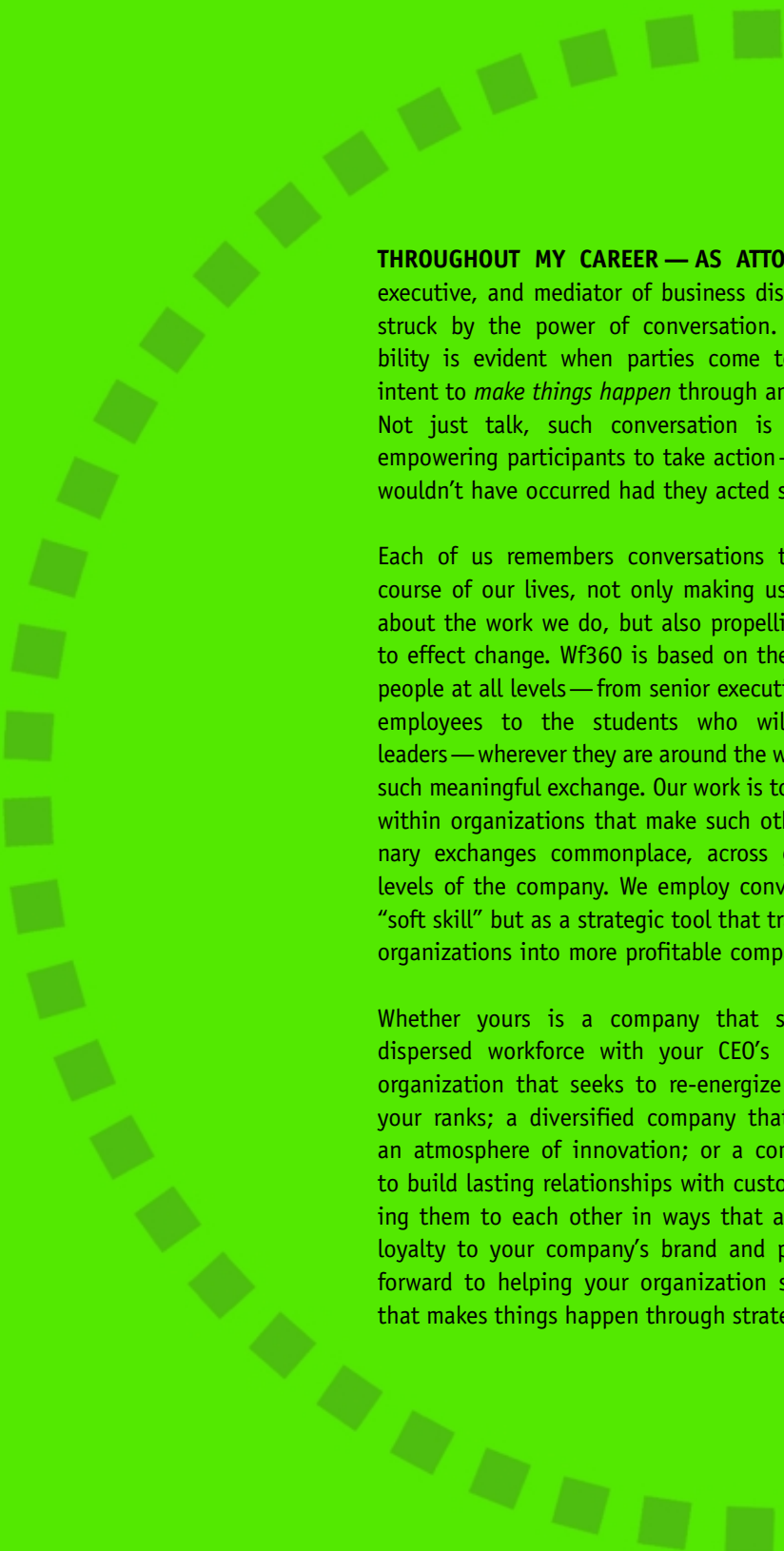




It's a whole new conversation...™

**wf360** 



**THROUGHOUT MY CAREER — AS ATTORNEY, BUSINESS** executive, and mediator of business disputes—I’ve been struck by the power of conversation. Unlimited possibility is evident when parties come together with the intent to *make things happen* through an active exchange. Not just talk, such conversation is results oriented, empowering participants to take action—together—that wouldn’t have occurred had they acted separately.


Each of us remembers conversations that changed the course of our lives, not only making us think differently about the work we do, but also propelling us into action to effect change. Wf360 is based on the assumption that people at all levels—from senior executives to entry-level employees to the students who will be tomorrow’s leaders—wherever they are around the world, benefit from such meaningful exchange. Our work is to set up structures within organizations that make such otherwise extraordinary exchanges commonplace, across geography, at all levels of the company. We employ conversation not as a “soft skill” but as a strategic tool that transforms business organizations into more profitable companies.

Whether yours is a company that seeks to align a dispersed workforce with your CEO’s vision; a mature organization that seeks to re-energize the resources in your ranks; a diversified company that seeks to create an atmosphere of innovation; or a company that seeks to build lasting relationships with customers by connecting them to each other in ways that also increase their loyalty to your company’s brand and products, we look forward to helping your organization set up a program that makes things happen through strategic conversation.



*Susan*

*Susan Willett Bird, Founder and CEO, Wf360*



**IF THERE IS ONE THING THAT LINKS PEOPLE AROUND THE WORLD, IT is conversation. Verbal exchange can initiate action whether you are in Singapore or San Francisco. Using conversation to make things happen—anywhere—is what Wf360 is all about.**

**Founded as Womenfuture, we first used conversation to promote women’s leadership in the workforce. In our work with global corporate clients, we observed the far-reaching effects of our unique conversational process, and the significant impact and benefits that process delivers across an organization. So we set out to systematize the use of conversation as a strategic tool.**

**The result is our trademarked “DSC,” Wf360’s Distributed Simultaneous Conversation. Today, as Wf360, we create transformative conversations that achieve a variety of specific goals for large organizations with dispersed workforces, as well as companies interested in leveraging customer relationships. Using our unique methods, innovative technologies and fresh, exclusive content, companies are able to achieve global alignment, enhanced customer loyalty, cultural excellence, workforce integration, company-wide innovation, and leadership diversity—cost effectively, and in a relatively short period of time.**

**In many companies, the power of conversation is underestimated. Our clients, on the other hand, use Wf360’s DSCs to become what we call Conversational Companies. Such organizations make meaningful conversation a cultural tenet, and use their TalkSystems™—the ongoing dialogues among people that form potentially powerful energy systems within and outside every organization—to realize greater efficiency, consistency, innovation, and customer satisfaction. They can measure the results.**

**It’s not just talk.™**

### **CREATING CONVERSATIONS THAT WORK**

**Our action-oriented programs drive conversation with a purpose. Wf360 clients use our programs to address a variety of internal workforce issues including integration of remote pools of thinking, alignment of diverse segments on key issues, initiation and perpetuation of a new "chain of thought," the knitting together of a culture or even the adoption of a new cultural creed. Wf360 programs are also used to: improve the overall health of an entire workforce or specific segments; drive greater performance in a key area; and prepare for change or quickly adapt to it. Wf360 programs have proven dramatically successful in reaching outside a company to connect to a customer franchise or client base in ways that strengthen loyalty and provide a measurable competitive advantage.**





### MAINEVENT

Our flagship program is the annual MainEvent, a Wf360 DSC that brings together leaders unusually gifted in sharing their wisdom, inventiveness and vision, and engages them in candid conversation on topics of interest to leaders everywhere. A hallmark of MainEvent is the large number of extraordinary women leaders included in the program; some organizations return year after year specifically because the interactive discussion of substantive issues that takes place reflects a diversity of business luminaries found nowhere else.

Wf360 clients invite people to participate in MainEvent at locations around the world where they interact directly with the global leaders and also create their own local conversations. Via satellite and the Internet, thousands of people take part simultaneously in MainEvent conversations, which maintain the intensity and intimacy of face-to-face contact, while engaging in dialogue on a global scale. This is why many refer to MainEvent as the world's only *glocal town hall*.™

The remarkable individuals invited to be MainEvent Global Conversationists include world-class business and thought leaders like Meg Whitman of eBay; General James Jones, Supreme Allied Commander of NATO forces and former Commandant of the U.S. Marine Corps; Carla Cico, CEO of Brasil Telecom; Steve Ballmer, CEO of Microsoft; Yukako Uchinaga, Managing Director and Board Member, IBM Japan; Tom Peters, Management Guru and Author; Goldie Hawn, Academy Award-winning Actor and Founder and CEO of Cherry Alley Productions; Anita Roddick, Founder of The Body Shop, and many others, all of whom interact with MainEvent's global audience. In addition, Wf360 takes pride in identifying less well known but no less extraordinary leaders, giving MainEvent audiences direct access to tomorrow's leaders today.

### **WF360 ASIA-PACIFIC ROADSHOW**

“MainEvent on the Road” selects original content from the annual MainEvent and develops its ideas among Asia-Pacific audiences. Presented at locations in Japan, Singapore, Hong Kong, Korea, and Australia, the RoadShow attracts top business and civic leaders of the region to converse on topics and issues raised at that year’s MainEvent and propel the conversation toward the next year’s MainEvent.

### **WORLD-CLASS GLOBAL FORUMS**

Building on the successful MainEvent format, Wf360 produces other DSCs, large-scale events delivered by satellite and the web, utilizing Wf360’s *glocal town hall™* format to showcase celebrity panelists from corporate, political, entertainment, and academic backgrounds.

### **LATINLEADERS**

A multi-location program delivered to audiences interested in interactive dialogue, LatinLeaders showcases Latin American and U.S. Hispanic business leaders, including Cristina Saralegui (known as the “Latin Oprah”), CEO of Saralegui Enterprises; Violy McCausland (the leading investment banker for Latin American corporations), CEO & President, Violy, Byorum & Partners; and Maria Elena Lagomasino, CEO of JP Morgan Private Bank.

### **YEMMY**

(Young Executives MainEvent) A multi-location program, delivered primarily to audiences of college age through 25, Yemmy showcases world famous young executives and thought leaders under 35 years of age, as well as promising new “Rising Star” young executives, entrepreneurs and activists. The program aims to generate global discussion on topics such as “How to Build the Career of Your Dreams” and “The Real Truth About Life in the Workplace.”

### **WF360 INDUSTRY FORUMS**

Referred to as WINs (World Industry Networks), these programs are designed to engage executives from different companies around the world on transformative industry issues. WIN forums integrate global specialists from multiple disciplines to participate in issue-raising and problem-solving on topics like Automated HealthCare Billing and Managing the Cultural Effects of Outsourcing.

### **SMALL BUSINESS CONSORTIUM**

Wf360 is building a consortium of major corporations that target small businesses as customers and seek to build a cost-effective means to connect and maintain lasting relationships with and among them. As an inclusive, interactive incubator of new ideas—combining visionary inspiration with practical suggestions—Wf360 will employ its DSC technology and content development skills to create vital interaction between these Wf360 clients and small business owners and thought leaders.

### **INNER CIRCLE**

Wf360's exclusive networking events engage senior-level executives in conversations about leading topics of business held at prestigious locations such as the New York Stock Exchange, Forbes Magazine Galleries in New York City, and special venues in London, Paris, and Hong Kong. Events are invitation-only; guests are selected from the world's most influential and powerful business leaders, including directors and officers of publicly listed companies, MainEvent Global Conversationalists, CEOs of Wf360 sponsors and other VIPs.

### **CUSTOMIZED CONSULTATION**

Through our work with leading corporations, Wf360 has developed a unique worldview regarding cost-effective ways to build and maintain successful employee and customer relationships. That expertise informs the firm's consulting services. Upon request, Wf360's expert facilitators are available to lead action-oriented interactive discussions jumpstarted by DSC content and exclusive Wf360 reports, tailored to address specific topics of interest to client executives.

### **CONVERSATION CONNECTIONS**

Wf360 provides corporate clients with an "In a Box" series based on content from Wf360's global programs, including toolkits for facilitators and participants.

### **LEADERSHIP SERIES AND LEADERSHIP LETTER**

Wf360 provides a series of webcast profiles of top leaders as well as a quarterly electronic newsletter, both available on a subscription basis to organizations that seek cost-effective first class mentor advice and "by example" leadership development training for their workforce.

### **COLLEGE CONNECTIONS**

Wf360 reaches out to the next generation of leaders by contributing content from MainEvent and other programs to Expand the Circle, a 501(c)(3) organization that makes it possible for students and faculty at colleges around the world to interact with Wf360's extraordinary leaders.



### Wf360 Clients and Participants (partial list)

Abbott Laboratories  
Accenture  
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Coors Brewing Company  
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General Motors Corporation  
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Hill & Knowlton  
IBM Corporation  
Maytag Corporation  
Merrill Lynch & Co., Inc.  
Microsoft Corporation  
Moore Corporation Ltd.  
NAWBO (National Association of Women Business Owners)  
New York Stock Exchange  
Public Broadcasting Service  
Starbucks Coffee Company  
Sylvan International Universities  
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