



**CATEGORY BUSINESS DIRECTOR'S
Leadership Retreat**
November 2nd
at
The University of Pennsylvania

Keynote Presentation
Building a
**MAGNETIC
CULTURE**

by
Eric L. Harvey



President of The WALK THE TALK Company and author of 17 highly
acclaimed books on Ethics and Values-Based Business Practices.

Highlights Include:

- ✓ How to build an organizational culture that creates a competitive advantage
- ✓ Proven strategies to Retain, Attract, and Hire the best, brightest and most productive people
- ✓ Plus each participant will receive a copy of Eric's best selling handbook *180 Ways to Walk the Recognition Talk*

