

# The *first* in The Downtown Speaker Series

*Featuring*

**Kenneth Majer:**

## **HOW TO BUILD A VALUES-BASED CULTURE**

Consultant, speaker, and author *Values-Based Leadership: A  
Revolutionary Approach to Business Success and Personal Prosperity*



Renowned Speaker, Author, and  
Expert on Corporate Culture

<http://www.kenmajer.com/index.html>

**Thursday, September 20**

**Commerce Club**

**One Liberty Square, 17th Floor**

**55 Beatie Place • Greenville, SC 29601**

***Seating is limited!***

Check-in at 11:30, lunch 11:45-12:15 • Interactive program 12:15-1:00

Registration fee: \$15 (includes a subsidized buffet lunch)

To register go to: <http://www.clemson.edu/ethics/events/majer.php>

Proudly hosted by

The Robert J. Rutland Institute for Ethics

The Spiro Institute of Entrepreneurial Leadership

The Richard H. Pennell Center for Real Estate Development

**About Ken (from his website: <http://www.kenmajer.com>)**

A renowned speaker, Dr. Kenneth Majer has twice addressed White House conferences and is a Resource Speaker for Vistage International, the world's largest CEO member organization. He has served as advisor to the Leadership Institute for Entrepreneurs at the University of San Diego, and as a professor/administrator at Indiana University and the University of California-San Diego.

Ken has been a successful author, consultant, and speaker for over 30 years. He is an effective strategist with proven ability to mentor/coach executives and managers at all levels. He is a subject matter expert in change management, corporate culture, communications, values-based leadership, organizational alignment, and management training.

A partial list of clients includes Applied Micro Circuits Corporation (AMCC), AT&T, ARC International, Citibank, GTE, Intel, Motorola, NAVTEQ, Nissan, Pacific Gas & Electric, Sharp HealthCare, State Farm Insurance, Toyota Financial Services, and the US Government. As a consultant to the US Agency for International Development, Ken designed basic skills education programs in southern Africa as part of America's human rights interests in the region.

