

# Tom Peters returns to SA in March

Tom Peters, one of the world's leading business strategists, will appear live and in person in Johannesburg on March 12, 2008. The event, presented by Global Leaders, is entitled 'Excellence, Always!' and will take place at the Gallagher Estate in Midrand.



Peters is returning to South Africa after the success of Global Leaders Africa Summit in June 2006. Tina Schneidermann, president of Global Leaders, said: "Audiences may be familiar with Tom's electric performances, yet he is consistently voted 'one we would love to see again' by our delegates.

*" 'A session with Tom guarantees multiple business methods, experience and doses of strategy that can be implemented in companies...'; 'If I could implement just 1% of what I have heard from Tom, I could turn my company around...' was some of the feedback we have had.*

"Audience members will have the chance to ask questions of the self-titled prince of disorder, and the sessions will be injected with his pace and energy. His punchline of 'it's always showtime' sums up his presentations," Schneidermann explained.

Peters' wealth of knowledge and experience, gained through decades advising corporate giants like Ford, General Motors and BP, will offer a 50-point guideline for the leaders of tomorrow. Inevitably, many of these centre around his push for creating a Culture of Innovation: **'re-imagine'** for business excellence.

Creativity in the workplace is of ever-growing importance to a country's economy as corporations and individuals strive to become "distinct or extinct". Peters has said: "The white-collar jobs of yesteryear are fast disappearing - we must find entirely new ways to add value. Our only option is to move beyond any activity that is even remotely 'rote', and moving up the creativity scale.

“We must convert ourselves into genuine business people and cease to be mere cubicle slaves. Whether or not we are on some company's payroll, we must behave as if each of us is the CEO of 'Me Inc'. The new mantra: 'Distinct or Extinct'.”

- **Tom Peters Live and In Person – Excellence, Always!** will be held at Gallagher Estate, Midrand, Johannesburg on March 12, 2008. For more details, visit [www.globalleadersevents.com/peters](http://www.globalleadersevents.com/peters). GLOBAL LEADERS has a proven track record of delivering unique content through events with influential business and thought leaders in the field of leadership, strategic management and competitive strategy. In 2007, Global Leaders brought a series of thought leaders to South Africa, including: CK Prahalad, Dave Ulrich, Michael Porter, Scott Bedbury and Rowan Gibson.

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