



## Conference Schedule

- 8:30 Conference Begins
- 9 Sean Flaherty  
Vice President of Strategy  
ITX Inc.
- 10 Break
- 10:30 Steve Cutrona  
Director of Sales & Marketing  
LunchByte Systems
- 11:30  
to  
1:30 Lunch with David Whyte
- 1:30 Kelly Reed  
Commissioner  
Monroe County Dept.  
of Human Services
- 2:30 Break
- 3 Mark Cronin  
Regional Vice President  
American Cancer Society
- 6 Evening Event with David Whyte



## Registration

- Registration will open April 6th, 2009
- The cost of this conference is \$200, which includes continental breakfast and lunch as well as our evening event with David Whyte
- If you would like to join us for our evening event with David Whyte only, tickets are \$40

Register on-line at  
[www.RochesterBusinessAlliance.com](http://www.RochesterBusinessAlliance.com)

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A live interactive learning  
experience with people that have  
produced the extraordinary.

**June 1, 2009**  
**Doubletree Hotel**  
**Rochester, New York**

*Featuring David Whyte*

Presented by



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ASSOCIATES



# The Heart of Breakthrough

## Outcomes



David Whyte

Today's highly competitive climate demands performance that is a dramatic break from the past. More than ever, organizations, communities and individuals have an imperative to produce outcomes that are extraordinary.

We call this new order of unprecedented results "Breakthrough Performance". Achieving "Breakthrough Performance" requires the means and knowledge to generate new ways of thinking, working and behaving consistent with the multitude of challenges you face. It also requires shaking up the status quo by producing results that defy what is considered possible.

The Heart of Breakthrough is a 1-day learning experience for those who want to reach a new level of performance in their personal lives, their work and their communities. The conference, much like your personal, community and corporate performance, needs to be a stand-out experience. It is our belief that if one aims to stand-out, one must be extraordinary.

Our presenters are carefully selected visionaries who have proven themselves successful in operationalizing their visions by engaging people around the development of new thinking – a new set of behaviors, expectations, and commitments and results.

You will learn how to create a plan: A roadmap for the future and your accomplishments. You will have the opportunity to "map out" the breakthroughs you desire to produce as you participate in the conference.

We will provide you with a new pathway that will enhance your clarity and commitment to deliver the results you desire.

- Knowledge of what's required to produce breakthroughs in your organizations and the tools and practices necessary for success.
- A plan of action for your breakthroughs outlining who, what, and by when.
- Process for effectively resolving breakdowns and constraints in your current level of performance.
- Relationship with fellow practitioners who will be a resource to your commitment.
- Desire and focus to take on a new level of commitment to your work, your community and your life.

David Whyte will be joining Breakthrough as one of our featured keynote speakers. David is one of the few poets to take his perspectives on creativity into the field of organizational development, where he works with many companies all over the world. In organizational settings, using poetry and thoughtful commentary, he illustrates how to foster qualities of courage and engagement; qualities needed if we are to respond to today's call for increased creativity and adaptability in the workplace. He brings a unique and important contribution to our understanding of the nature of individual and organizational change particularly through his unique perspectives on Conversational Leadership.

## An Evening with David Whyte

### *The Three Marriages: Re-imagining Work, Self & Relationships*

Join us June 1st, from 6-8pm for an evening with America's most exciting poet and story teller as he draws on the lives of the worlds greatest writers and poets to provide a compelling understanding of our three most important commitments-to another, to our work, and to *ourselves*.