



**CEO CLUBS**  
International

*Grand* LAUNCH & FORUM

# Leadership in high stakes

Monday, December 12<sup>th</sup>  
Sheraton Sofia Hotel Balkan

*Only with exclusive invitations*

Translation provided

*Grand* LAUNCH



Launch speaker: Dr. **Joe Mancuso**, President & Founder of CEO Clubs Int'l

**CEO Clubs International and its founder, invites you to the Grand Launch of the Bulgarian Chapter.** Join us and get introduced to the CEO Clubs experience of learning, sharing and doing business while having fun. For 34 years now, CEO Clubs focuses on the development of leaders all over the world.  
**Join the World's Top Meeting Table!**

FORUM



Forum speaker: Dr. **Srin Pillay**, Assistant Clinical Professor of Psychiatry at Harvard Medical School & CEO of NeuroBusiness Group

Leading the field of Brain Science in Business is Dr. Srin Pillay author, researcher and thought leader on Neuroscience for organizational change and Invited Faculty at Harvard Business School. Dr. Pillay, an internationally regarded expert in stress and anxiety as well, will speak at the CEO Clubs Int'l Grand Launch & Forum. At this meeting he will discuss: Leadership in High Stakes: Brain-Based Insights to Maximize Business Performance in Bulgaria.

For more information: tel: +359 2 805 7000, email: [info@ceoclubsbulgaria.com](mailto:info@ceoclubsbulgaria.com)  
or visit [www.ceoclubsbulgaria.org](http://www.ceoclubsbulgaria.org)

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BIOS



**Dr. Joe Mancuso**

The founder of the 34 year old not-for-profit Chief Executive Officers Clubs (CEO Clubs), Joe Mancuso is the entrepreneur's entrepreneur. Mancuso is a popular speaker and participants have paid over \$150,000,000 to hear the talks and workshops conducted or arranged by Joseph Mancuso. Most recently, Joe has traveled to China; fifteen times in eight years and brought with him on the trips over 800 diverse CEOs. Today the Clubs have chapters in China, India, Dubai, Greece, etc. Mancuso is undoubtedly best known as an author. His books and tapes have been heard or read by more small business people than those of any other management author, according to Simon & Schuster. He has edited or written twenty-six books, and currently ten books are classified as backlist books, which sell about the same quantity every year. In addition, Joe has authored numerous magazine articles and booklets; in such a diverse magazines as Success, Harvard Business Review, The Journal of Marketing and The Journal of Small Business. His materials about business plan preparation have outsold all other authors combined.

Joe holds an Electrical Engineering degree from WPI and an MBA from the Harvard Business School. His Doctorate is from Boston University in Educational Administration. He was the Chairman of the Management Department at Worcester Polytechnic Institute (WPI) in Massachusetts before launching the CEO Clubs in 1977.



**Dr. Srin Pillay**

Dr. Srin Pillay is a highly sought after Certified Master Coach who has been coaching executives for the past ten years. He is the CEO of NeuroBusiness Group™ (NBG) based in Cambridge, Massachusetts, USA. He is also Assistant Clinical Professor at Harvard Medical School and an internationally recognized fear, anxiety and brain imaging researcher.

He has three books released: "Life Unlocked: Seven Revolutionary Lessons on the Science of Fear (Rodale, 2010), "Your Brain & Business: The Neuroscience of Great Leaders (FT Press, 2010/11) and "The Science Behind The Law of Attraction" (NBG, 2011). Dr. Pillay's skills span a wide variety of topics in executive coaching, with a history of highly successful workshops in New York, California, London and Brazil. Dr. Pillay has influenced many high ranking executives from the Vice-President of Sales for Microchip to senior HR personnel from Coca Cola.

Dr. Pillay has also had fifteen years of experience with nationally funded research at Harvard Medical School, and in this forum, he brings together his expertise in brain science, executive coaching, fear, stress and leadership to introduce us to cutting-edge tools and methodologies on how to deal with fear and stress in the context of corporate leadership and success. Dr. Pillay has been consulted extensively by the media and has featured in "Time" Magazine in Brazil, the "Boston Globe" and "ABC News" and is a regular Tuesday columnist for the Huffington Post.

## About the topic...

### Brain-Bases Strategies To Maximize Business Performance in Bulgaria

Bulgaria is in a state of active economic reorganization. However, several questions remain:

Are leaders in Bulgaria equipped to maintain and increase the pace of economic recovery?

With the current global economic crisis, what types of leaders will fare well in the country and what types of leaders will not?

Furthermore, will leaders in Bulgaria be able to address the needs of their followers and are they adequately equipped to do so?

How can knowledge of brain science advance your leadership agenda both in terms of providing insights as well as opportunities for more powerful leadership interventions?

Specifically, how do things change when the stakes are high?

Highlights of the presentation include the following:

- A **leadership assessment** tool to understand your leadership style
- Insights about how **your leadership style impacts followers in Bulgaria** – based on recent studies
- Brain-based **insights about what happens to the unconscious brain** when the stakes are high and **how this impacts innovation** (the impact of fear, uncertainty and risk)
- Specific **brain-based interventions** to consider in high stakes situations

**Join us for an informative and unique perspective on how can optimize your leadership capacities to lead your company to success. Sign up TODAY to meet and listen to Dr. Pillay in person, to help take charge of the volatility and changes in your life NOW.**



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AGENDA

17:30	Registration
18:00	<b>Welcome Remarks - The Launching of CEO Clubs Int'l - Bulgaria</b> Georgia Kartsanis, President SE Europe Sotiris Chatzidakis, VP SE Europe
	<b>History of CEO Clubs International Milestones &amp; Future Development</b> Dr. Joe Mancuso, President of CEO Clubs Int'l
19:00	Coffee Break
19:15	<b>Leadership in high stakes</b> Dr. Srin Pillay, Assistant Clinical Professor of Psychiatry at Harvard Medical School & CEO of NeuroBusiness Group
20:15	Q & A
20:30	<b>Roundtable discussions</b>
21:30	Cocktail Reception

REGISTRATION FORM

To register for the CEO Clubs Int'l Grand Launch & Forum, please complete the form in English and send it to: CEO Clubs Int'l - Bulgaria by fax **+359 2 805 7001** or by e-mail **info@ceoclubsbulgaria.com**, **no later than November 25, 2011**. There is no participation cost as the attendance is based on exclusive invitations only.

LAST NAME

FIRST NAME

COMPANY

TYPE OF BUSINESS

CONTACT PERSON

CONTACT NUMBER

E-MAIL

DATE

DATE

SIGNATURE

