

A New Way of Looking at Change



with Chip Heath



Arizona HR Executive Forum
Connecting Arizona's HR Executives

When

November 4, 2009

8:00 am

Continental/Networking Breakfast

8:30 am - 11:30 am

Program

Where

Desert Willow Conference Center

4340 E. Cotton Center Boulevard;
Phoenix, AZ 85040

I-10 and Broadway; west on
Broadway; south on 48th Street;
west on Cotton Center Boulevard

The **Arizona Human Resource Executive Forum** is proud to bring you our 2009 featured speaker, Chip Heath, coauthor of the New York Times, Wall Street Journal, and Business Week best-seller, *Made to Stick: Why Some Ideas Survive and Others Die*. Chip's newest book, *Switch – How to Change Things When Change Is Hard*, is scheduled for release in September of 2009. In this presentation, Chip Heath will present a new way of thinking about change (that sticks) – a framework that's drawn from decades of fascinating and often counter-intuitive research in psychology. Whether you want to inspire employees to rise to a strategic challenge – or just need them to file their expense reports on time – this simple 3-part framework will guide your efforts.

Chip Heath is a Professor of Organizational Behavior in the Graduate School of Business at Stanford University. Chip is also a columnist for Fast Company magazine, and he has spoken and consulted on the topic of "making ideas stick" with organizations such as Nike, the Nature Conservancy, Microsoft, Ideo, and the American Heart Association.

"Made to Stick" was ranked Best Business Book of 2007 by 1-800-CEO-READ Business Book Awards; #1 on the Top 10 Business Books of 2007 by Canada's Globe and Mail newspaper; #2 on the Top 10 Business Books of 2007 by Amazon.com's Editors; ranked #26 across all categories by Amazon.com readers; Best Business Books of 2007 by The Miami Herald.

Registration Fees:

Registration includes continental breakfast and a copy of Chip's new book *Switch*.

\$199.00 – Early Bird Rate
(prior to October 15th)

\$249.00 – General Rate
(October 15th and after)

\$99.00 – Current AZHREF members

\$499.00 – Non-AZHREF members
(who meet membership requirements)
Includes dues for 2010.



3 Strategic Credits

Company Sponsorship Opportunities:

Platinum Sponsorship: \$2,500
Company logo appears in all advertising; two executive VIP tickets for lunch with Chip Heath immediately following the program; 12 reserved seats for program

Gold Sponsorship: \$1,500
Logo appearing in select advertising; 6 reserved seats for program

Table Purchase: \$1,000
6 reserved seats for program

We expect a sell out again this year, so to reserve your spot, contact:
Angela Williams, SPHR; 480-632-7566; angela.williams@azhref.org

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