

# 21<sup>st</sup> LISMULLIN LEADERSHIP FORUM



*“These seminars have helped me and many others in facing up to current business challenges, providing a source of hope and encouragement. I strongly recommend them.”*  
(Seamus McKeague, Managing Director, Creagh Concrete Products Ltd)

**Topics & speakers:** **Resilience: how to build a solid character in difficult times**

**Dr Luis Huete**

Professor at IESE (2012 World No. 1 in Executive Education<sup>1</sup>) & at the San Telmo International Institute, Spain



**Entrepreneurship: the need for self-belief, optimism, and to lead by example**

**Niall Norton**

CEO, Openet; 2011 Ernst & Young Entrepreneur of the Year



**Format:** Interactive lectures and workgroups, using a Harvard Business School case study

**When:** Thursday 27<sup>th</sup> September 2012

**Time:** 9.30am to 7.00pm – Lunch and dinner included – Tea/coffee on arrival

**Venue:** Lismullin Conference Centre, Navan, County Meath  
30 minutes from Dublin city centre (M3 Exit 7 for Skryne / Johnstown)  
[Google maps ref:](#) Blundelstown, County Meath

**Who should attend:** CEOs and Senior Executives (of all business types and sizes)

**Why attend:** *“Ethics requires that you ask yourself: what kind of person do I want to see in the mirror in the morning?”* (Peter F Drucker, *Classic Drucker*)

It will provide you with insights that are relevant to how you lead your organisation and how you manage business relationships. You will benefit from the experience and insights of other participants and clarify for yourself what sets of values influence your decisions.

**Fee:** €195 / £170

**How to book:** Phone: (01) 676 0731  
Email: [info@lismullin.ie](mailto:info@lismullin.ie)  
Online: [www.lismullin.ie](http://www.lismullin.ie)

**How to pay:** Online: at [www.lismullin.ie](http://www.lismullin.ie)  
By phone: (01) 676 0731 if you have credit card/laser card to hand  
By post: cheque or draft payable to Lismullin Institute, 44 Westland Row, Dublin 2

**Any questions:** Paul Harman: +353 86 859 6052

 (01) 676 0731  [www.lismullin.ie](http://www.lismullin.ie)

<sup>1</sup> *The Financial Times*, 14 May 2012

## INFORMATION ON SPEAKERS



**Professor Luis Huete** is the author of 10 top management books in Spain and his articles are regularly published in business publications. He is a frequent speaker at conferences and has provided training and consulting services to more than 600 companies in 60 countries, including 50% of the firms listed in Spain's Ibx 35 stock market index. He has worked with CEOs on major transformation projects for Vodafone, Opel, IBM, Oracle, McDonald's Banco Santander, BBVA, Adecco, Intercom Group, Iberostar, Ricoh, Loewe, Campofrío, Lilly, Gilead, Larrain-Vial (Chile), ISS (Denmark), Telesp (Brazil), Movistar (Argentina, Chile and Central America). He serves on the boards of Six-Senses Luxury Resorts & Spas in Thailand, IBS in México, and Altia Consultores and Eointegral in Spain. He is a member of the Global Advisory Board of the Oxford Leadership Academy (UK) and VipScan (Spain), and a patron of the Modern Art Foundation NMAC (Spain). He received three awards from *Actualidad Económica* magazine for the best 100 business ideas of the year. According to the Institute for International Research (IRR), three out of four executives consider him as "the best Spanish management guru".

He has been a professor at IESE Business School since 1982 and has lectured on Harvard Business School's Achieving Breakthrough Service and Advanced Management programs. As a visiting lecturer, he regularly participates in advanced management programs at prestigious business schools like San Telmo (Spain), ESMT (Germany), ISEM Fashion (Spain), Louvain (Belgium) and Deusto (Spain). He also works with the corporate universities of Bupa (UK), ISS (Denmark), Omnicom (USA), and Telefónica (Spain).

He holds a Law Degree, an MBA from IESE Business School, and a PhD from Boston University. He was a *Fullbright* Scholar and his dissertation on commercial banks' services strategy was deemed by the Decision Science Institute Award as the best dissertation of the year in 1988. He has worked as a researcher at Harvard Business School, developing scientific material and taking part in a research project sponsored by Bell Communications. He lives in Madrid with his wife Maria and their four children.



**Niall Norton** is CEO of Openet Telecom ([www.openet.com](http://www.openet.com)). With its Chief Technology Officer, Joe Hogan, he was presented with the 14th Ernst & Young Entrepreneur of the Year award in October 2011 by President Mary McAleese. They were also named winners of the International Entrepreneur of the Year award. In 2010 they won the Irish Export Industry's Software Exporter of the Year Award, and in 2009 they won the Irish Software Association's Company of the Year Award.

Established in 1999, Openet was formed in a basement office in Dublin with only two people, but has grown into a global team of 830. Openet provides software to communication and media service providers worldwide, enabling them to control, monetize and increase visibility into the usage of services and network resources. Their software-based solutions are empowering operators around the world to create new business models, simplify and personalise the subscriber experience.

He joined Openet as CFO in 2004 and has been CEO since 2006. Earlier, he served as CFO and corporate secretary of O2 Ireland from 2001 to 2004. He is a director of Poppies Restaurants Ltd, a family restaurant business, and Clever Communications Ltd, a mobile virtual network operator. He holds a degree in Commerce from University College Dublin and is a Fellow of the Institute of Chartered Accountants in Ireland.

## 2012 SEMINARS: SOME QUOTES FROM THE EVALUATION FORMS

### **Stephen Comer, First Trust Bank, Belfast**

The morning session on CSR and in particular the business case study was very good. Antonino was very passionate about his subject and gave lots of food for thought.

### **Clodagh Hughes, Ian McClean and Partners, Dublin**

The corporate responsibility area was of real interest – I used to work in this area myself, and also due to my Social Entrepreneurs Ireland work.

### **Brett Hudson, Creagh Concrete, Ardboe**

Hearing of different experiences that were successful and unsuccessful, and trying to shape those back into my everyday activity, was of most benefit.

### **Mark McKeever, Drenagh Sawmills Ltd, Limavady**

The Lismullin seminar brought home how important it is to communicate our core values to the key stakeholders in the company and focus on issues that are fundamental to how we want to run our business. Sometimes you can't see the wood for the trees.

### **Brian McGurk, Bradley McGurk Brand Consultants, Dublin**

“The excellent mix of the quality and expertise of the presenter, the research-based presentation on business principles, combined with the use of the applied case-study to demonstrate these principles in use, made for a rounded and really effective learning experience. A very worthwhile day! The learnings from this seminar will, I'm certain, stand the test of time. Glad I didn't miss it.”

### **Kevin Mitchell, Datascope Ltd, Enniscorthy**

“The leadership forum is a meeting of academic research with the coal face of business decision-making. The forum worked for me because it combined the best of academia with great local managers.”

### **Stephen Colgan, Cable & Wireless Worldwide, Belfast**

“The ‘10 Principles for making effective decisions’ was the most beneficial as it emphasised the importance of making good decisions as opposed to being lucky to get good outcomes.”

### **Colm O'Brien, Carambola Kidz - Healthy School Lunches, Limerick**

“Professor Miguel Ariño's presentation and the workshops were the best part of the day for me. It is hugely beneficial to get the perspectives of others, teaching us that there are often many ways of looking at a situation. I expect it will help me to take more time, and seek more data, and get the opinions of others in future decision-making within my business.”

## INFORMATION ON THE LEADERSHIP FORUM

### Our Mission Statement

To help senior people develop their leadership skills, with particular focus in the areas of professional integrity and ethics in business.

### What is the Forum?

- The Forum is a network set up by senior business people to help one another in developing a leadership ethos that succeeds.
- It fosters initiatives which inspire people to become better leaders and to learn from the experiences of one another.
- Professional integrity and ethics play a vital role in creating a leadership ethos. A practical ethical guideline used in the Forum is that formulated by stakeholder-management expert Edward Freeman: “The Rule of Ben, Emma and Molly (his three children): Can I explain to them what I’ve done today, so they might feel proud of their father?”
- The main interactions of the Forum take place during daylong seminars held three times per year. Each seminar is led by a professor from the IESE Business School in Barcelona, and features an address by a leading Irish business achiever. The Chatham House Rule applies to the seminars ([www.chathamhouse.org.uk/about/chathamhouserule](http://www.chathamhouse.org.uk/about/chathamhouserule)). In 2012 *The Financial Times* ranked IESE as world number one among universities providing open-enrolment executive education.
- Ireland today needs a crusade of personal leadership — to revitalise hopes, to move beyond survival mode, to foster a culture of job creation and create a better ethical framework for business. The Forum aims to help in this process.

### Executive

- Seamus McKeague, Managing Director, Creagh Concrete Products ([www.creaghconcrete.com](http://www.creaghconcrete.com)), Toomebridge, Co. Antrim and Chairman, IPHA ([www.hollowcore.org](http://www.hollowcore.org))
- John Killeen, Chief Executive, Colas Ireland ([www.colas.com](http://www.colas.com)) and Chairman, *Let’s Do It, Galway – Volvo World Yacht Race 2012* ([www.letsdoitgalway.com](http://www.letsdoitgalway.com))
- Peter Flanagan, Flanagan Kerins Interiors, Bray
- Gary Woods, Managing Director, GW Consulting, Belfast
- Denis Minihane, Regional Business Manager, Bank of Ireland, Limerick
- Ronan O’Farrell and Paul Harman, Lismullin Institute ([www.lismullin.ie](http://www.lismullin.ie))

## INFORMATION ON THE LISMULLIN INSTITUTE

The aim of the Lismullin Institute is to foster the pursuit of excellence and balance in work, family and social commitments. Inspired by the spirit of the Opus Dei Prelature ([www.opusdei.ie](http://www.opusdei.ie)), it promotes a variety of activities, including conferences and seminars, lectures and publications, which reflect a Christian outlook on life and culture. These activities are open to people of all creeds and backgrounds. As a not-for-profit organization, the Institute relies on the generous support of many who share its ideals.