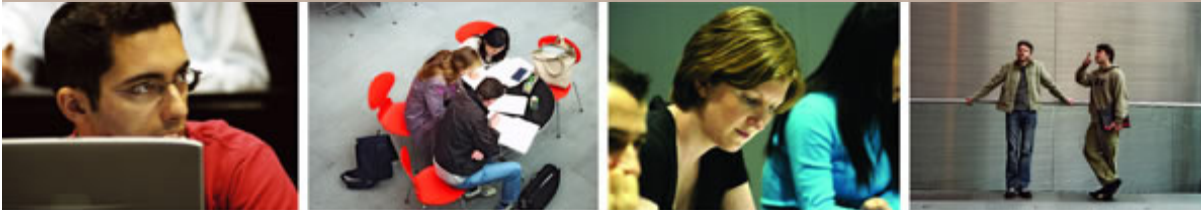


Alumni Network



The MBA Wing of the Imperial College Alumni Association of Singapore (ICAAS) invites you:

Seduced By Success: How the Best Companies Survive the 9 Traps of Winning

By Robert Herbold (Retired COO, Microsoft Corp. & MD, The Herbold Group)

Date: 21 August 2007 (Tuesday)

Time: 1900 hours

Location: The Pod, Level 16, NLB Building, 100 Victoria Street, Singapore

Admission is FREE but registration is required. Please register before 12 noon 20 August 2007, by emailing nlprogrammes@nlb.gov.sg and to include "ICAAS Talk on Seduced By Success" in the subject field. Places are limited and will be distributed on a first-come, first serve basis.

Abstract

Success is a huge business vulnerability. It can destroy an organization's or an individual's ability to understand the need for change and the motivation to creatively attack the status quo. This leads to various business traps that can bring down the company or the person. Based on thorough research of 44 companies, such as Sony, Kodak, Toyota, Porsche, P&G, Motorola and Microsoft, Bob Herbold will discuss why this happens and what to do about it.

Biodata

Bob Herbold, retired COO of Microsoft Corporation, is the Managing Director of The Herbold Group, LLC, a consulting business focused on profitability, strategic, and operational issues. Herbold serves on the Board of Directors of Agilent Technologies, First Mutual Bank, and Indachin Ltd. Hong Kong. Herbold joined Microsoft in 1994 as EVP and COO, retiring in 2001. Prior to joining Microsoft, Herbold spent 26 years at The Procter & Gamble Company. In his last 5 years with P&G, he served as SVP of marketing.



Herbold authored an article in the January, 2002 issue of the Harvard Business Review entitled "Inside Microsoft: Balancing Discipline and Creativity." In 2004 he authored a book (published by Random House) titled *The Fiefdom Syndrome; The Turf Battles that Undermine Careers and Companies – and How to Overcome Them*. His second book (published by McGraw Hill) was recently released; it's titled: *Seduced by Success; How the Best Companies Survive the 9 Traps of Winning*. Herbold has a BS degree from the University of Cincinnati and both MS in mathematics and a PhD in computer science from Case Western Reserve University.

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