

Creating Shared Success

SSP cordially invites you to a reception,
Featuring co-author **Catherine McCarthy**,
discussing her book, "***Leading At the Edge***".

Experience one of the greatest survival stories of all time...one of the most extraordinary leadership sagas...now translated into a set of powerful strategies for corporate executive leadership.

Ernest Shackleton boarded the *Endurance* with his team of seamen and scientists, intent upon crossing the unexplored Antarctic continent. What happened in the two years between their departure and their final, improbable rescue has rarely been matched in the annals of survival. But through each phase and each day of this harrowing expedition, he led his crew with unsurpassed vigor, creativity and insight. It's a leadership story that resonates in the world of business today, where cutthroat competition, rapid change and constant demands for innovation have forced even prosperous companies to the edge of survival.

This expedition, with its exceptional difficulties and its triumphant conclusion, is used to clearly illuminate the pure, exquisite essence of effective leadership. And it serves as a wholly unique and wonderfully compelling example of how great leaders can bring order to chaos and achieve success in the face of the most daunting adversity.

***Hope that you will join us on this exciting
and informative journey!***

At: Sofitel Chicago O'Hare
5550 North River Road
Rosemont, IL 60018
(847) 678-4488

Date: **Wednesday, October 8, 2003**

Time: **5:00 PM – 7:30 PM**

Please *rsvp* before *October 3, 2003* to:
Stephanie Anderson at (312) 577-4001 or
sanderson@sspcorp.net

***Each attendee will receive a complementary
book.***

Catherine McCarthy, Ph.D.

Catherine McCarthy earned her bachelor's degree in Psychology from Princeton University and her PH.D in clinical psychology from the Illinois Institute of Technology. After a fellowship at Yale University's Consultation Center, where she was primarily involved in assisting organizations with leadership development, team building, and conflict resolution, she became a management consultant focusing on leadership development and optimizing individual and organizational effectiveness.

Catherine is a co-author of *Leading at the Edge*. She uses the strategies from the book to optimize performance under conditions of rapid change and adversity. Her approach uses adventure, story, and metaphor to teach leadership in organizations.

She is presently a senior consultant of the Syncretics Group, which she is a driving force and innovator for program development. She is a renowned specialist in managing change and conflict. Catherine has helped many leaders and organizations to better understand and focus on what they need to achieve their vision and strategic goals.

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