



## FIU and The Betsy-South Beach present Dov Seidman

Monday, April 1, 2013

10:00 a.m. – 11:30 a.m.

FIU Graham Center Ballrooms, Modesto A. Maidique Campus (MMC)

11200 SW 8 Street • Miami, FL 33199

*Complimentary Parking will be available inside Lot 33 for external guests*

### Rethinking the World and Your Place In It



**Dov Seidman** is the Founder, Chairman and Chief Executive Officer of LRN and Author of "HOW: Why HOW We Do Anything Means Everything."

Named one of the "Top 60 Global Thinkers of the Last Decade" by The Economic Times, "the hottest advisor on the corporate virtue circuit" by Fortune Magazine and a "Game Changer" by Time Magazine, CEO, author and thought leader Dov Seidman has built a career, and pioneered an industry, around the idea that the most principled businesses are the most profitable and sustainable.

Eighteen years ago, Dov founded LRN with a powerful vision that the world would be a better place if more people did the right thing. From that basic notion, he has grown a successful business that has helped to shape the ways millions of employees, managers and leaders behave and interact all over the globe. LRN helps more than 500 leading companies worldwide develop ethical corporate cultures and inspire principled performance in business.

The HOW philosophy is prominently featured as one of the nine rules for companies to embrace in Thomas L. Friedman's seminal book, "The World is Flat." In Friedman's "Hot, Flat and Crowded," Dov explains how to lead a green revolution by adopting the HOW philosophy to outbehave and outgreen the competition. Friedman's latest work, "That Used to Be Us," suggests the sustainability and success of our institutions, countries and world lies in HOW.

#### PANEL DISCUSSION

**Moderator:**

Jaffus Hardrick, *Vice President, Human Resources*

**FIU Panel Members:**

Hilary Landorf, *Associate Professor, College of Education  
and Director, Office of Global Learning Initiatives*

Seema Pissaris, *Professor, Department of Management and International Business*

Nancy L. Scanlon, *Associate Professor,  
Chaplin School of Hospitality and Tourism Management*

**Please click here to RSVP by March 22, 2013.**