

We've taken a company that was moribund and made it thrive, chiefly by refusing to squander our greatest resource, our people.

Ricardo Semler

The Next Century of Work



HIGHLIGHTS

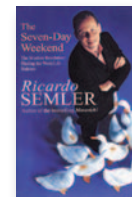
Known around the globe for his innovative, employee-centric management style, Ricardo Semler is **a true visionary** who advises businesses on how they can **significantly improve performance** by restructuring relationships with their people.

His presentations invariably spark creative and productive thinking about how to lead and manage.

Ricardo Semler is president of Semco S/A, based in Brazil, and the author of two books: *Maverick* and *The Seven-Day Weekend*. *Maverick* has been published in 16 languages and sold over one million copies.

Ricardo has been profiled in more than 200 magazines and newspapers, including a special edition of *Time* highlighting future world leaders. He was named one of the "Global Leaders of Tomorrow" by the World Economic Forum in Switzerland.

Visionary approach to employee-centric management.



CREDENTIALS

President, Semco S/A

Named Brazil's "Business Leader of the Year" twice

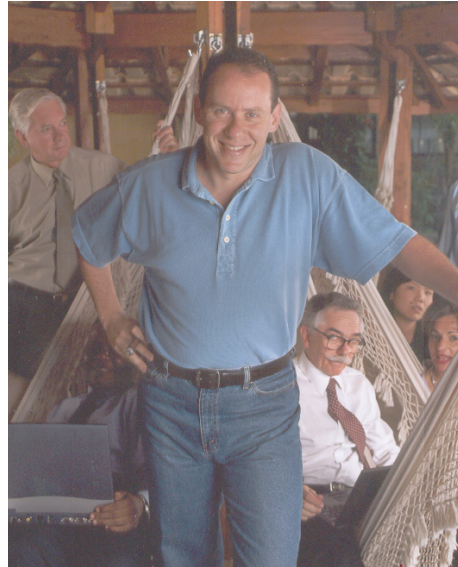
Named "Latin American Businessman of the Year" by *America Economía* (*The Wall Street Journal's* Spanish language magazine)

Vice President, Federation of Industries of Brazil

Board member, SOS Atlantic Forest, Brazil's foremost environmental defense organization

Harvard Business School alumnus

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SEMCO'S SUCCESS

Ricardo admits that his own company's management agreements are not for everyone (managers determine their salaries, staff choose their bosses), but it is a success.

Semco was selected by *CIO* magazine as the only Latin American company among the most successfully reengineered companies in the world, and the BBC included the company in its "Reengineering The Business" series.

Hundreds of executives from other companies have visited Ricardo's firm to study his success.

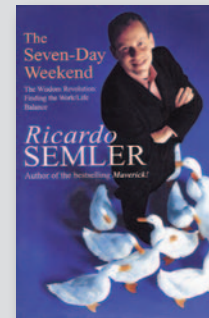
THE MESSAGE

Ricardo urges audiences to take a realistic look at what works, what's possible, and what makes sense in today's world, given our technologies, the rapid pace of change and the increasing failure of current practice to adapt. Technology that was supposed to make life easier—laptops, cell phones, e-mail, pagers—has stolen our free time instead and destroyed the traditional nine-to-five workday. Why, for instance, haven't we learned to go golfing on Monday morning when we've learned to take our work home on Friday night?

For bold innovators, Ricardo proposes a way to run a workplace that leads to greater productivity *and* greater flexibility for managers and employees alike. And for business leaders everywhere, he offers fresh alternatives to business as usual that inspire creative solutions to modern management problems.

His Brazilian-based firm's revenues have grown from \$35 million to \$160 million in the past six years, despite severe economic conditions.

And the phenomenal success of his book *Maverick* demonstrates an eager interest in workable alternatives to conventional management



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LEARNED TO GO
GOLFING ON MONDAY
MORNING WHEN
WE'VE LEARNED TO
TAKE OUR WORK
HOME ON FRIDAY
NIGHT?**

Books

Maverick: The Success Story Behind the World's Most Unusual Workplace

The Seven-Day Weekend: A Manifesto for Radical Workplace Change.