



David C. M. Carter The CEO Mentor

“David Carter has the remarkable ability to bring the future to the present, to increase the probability of success, to speed up the success timetable dramatically, and focus on the power of leaders to create new ways of doing business.”

Dave Dennen, consultant to the C-suite and a former CEO

With almost 30 years of hands-on, high-level global senior corporate, entrepreneurial and venture capital experience, David has grown Merryck & Co., specialising in business mentoring for CEOs by CEOs from a standing start in January 1997 to what the independent Corporate Research Foundation recently defined as one of the “Top UK Companies of the Future” and was also awarded the prestigious BT Vision 100 award and is now serving Leaders of Fortune 500 and FTSE 100 businesses from offices in New York, London and Sydney.

David Carter is an expert on CEOs – and the expert CEOs turn to with their top-level professional and personal challenges. A business mentor with an impressive client roster spanning over 60 CEOs and top business leaders, he is sought after to present his first hand learning and understanding on topics related to CEOs, by those aspiring to become exceptional business leaders. In the last decade, Carter’s international mentoring practice allowed him to build a unique breadth of knowledge that has found him working with clients around the world from a wide range of businesses that extend from the entrepreneurial arena to large, complex, multinational corporations and private, emerging global enterprises.

What he offers:

David’s experience and understanding of the “mind and matters” of the CEO goes further than standard executive development. His mentoring focuses on the “whole CEO” – both the business responsibilities and the personal matters. Using numerous case studies and real-life examples, David Carter can speak to a live audience or contribute his insight for articles on a variety of business topics and to a range of audiences, including:

How he presents:

An International speaker who inspires and entertains audiences, David’s inspirational presentations are filled with a veritable wealth of useful and proven ideas delivered in an easily digested formula. By engaging you in his lateral approach you will be stirred to address challenges with renewed vigour. David speaks without reliance on notes or PowerPoint slides.



Topics:

FOR EXECUTIVES:

Exceptional Leadership

What makes extraordinary business leaders extraordinary? What enables them to create a more profitable organization than their competitors and maintain that success? What forces contribute to their longevity and keep them from becoming an “in & out” leader? In this executive-level discussion, David Carter shares and explores the common threads among truly great leaders. Using real world examples from his CEO mentoring, David focuses on the specific factors that kept these leaders from becoming more than “One Minute Wonders.”

FOR ENTREPRENEURS:

Entrepreneurship - The Good, the Bad and the Better

A successful entrepreneur himself, David understands first hand what it takes to succeed in an entrepreneurial business. In this candid discussion intended for current entrepreneurs or professionals planning to begin their own venture, David shares insights gleaned from his personal experience as well as lessons learned by his many client entrepreneurs. Having “ridden the rollercoaster” throughout his career, David presents motivational stories about the need for (and lessons found in) overcoming potential failure and near disasters on the road to entrepreneurial success. This thought-provoking presentation will help audiences discover lessons from their personal and professional experience that can help them achieve their dreams.

FOR CEOs:

A Personalized Measure of Success

Over the years David Carter has found that a surprising number of his CEO clients define success by external factors - namely the bottom line and the company's share price. One of his first “assignments” with CEOs is asking them to define success on a personal level. The results typically produce an entirely new framework of thinking - one that positively impacts the bottom line.

In this interactive, and somewhat provocative presentation, David outlines uncommon but effective measures of success for today's CEO, drawing on case studies, testimonials and real-world stories from his mentoring work of the last ten years. CEOs will take away a greater awareness of their own personal definition of success and ways to apply it for a more fulfilled life personally and professionally.

Business Mentoring

In the course of providing business mentoring to many CEOs, David has identified three basic, yet often unfulfilled needs of these top leaders. It is the nature of business mentoring to help CEOs identify their unfulfilled needs and create solutions - a function which executive development alternatives just cannot offer.

In this presentation, David defines business mentoring and how it differs dramatically from traditional and existing alternatives to executive development pursuits. He explains the trend of CEOs and other top business leaders embracing business mentoring and the exponential value they derive from it, both personally and professionally.



The High Performance Organization

What drives some organizations to high performance while leaving others spluttering? Many business experts agree that most high performing organizations have one thing in common: an unwavering commitment and continuous focus on succession planning and development of their business leaders.

David knows first hand the benefit exceptional business leaders bring to their company's performance, and also the challenges for organizations to develop this top tier of talent. In this discussion, David offers insight into the challenges companies face in developing their top business leaders, and how these challenges can be handled through a variety of solutions each of which have benefits and drawbacks depending on the situation. CEO audience members will be able to begin assessing their company's current leadership development hurdles and outlining the pros and cons of each presented alternative to those challenges.

FOR SENIOR HR LEADERS: Gaining Credibility in the Boardroom

In Fortune 500 companies, only 6% of Boards have Human Resources representation. Some experts suggest this extremely limited number is due to a lack of perceived value and credibility in HR executives to merit a board position. In his experience working with the top business leaders, David Carter believes the key for the HR executive aspiring to a Board seat, lies in developing a mentor-style relationship with the CEO.

In this presentation, David will share the tools and techniques he's developed as a CEO mentor to help HR executives add more value to the CEO and establish trust, credibility and respect as a top business leader in the overall organization. Participants will learn new approaches for working with the top company leaders and gain a better understanding of the complex issues and challenges faced by top leadership, including the role of Human Resources from the CEO perspective.

KEYNOTE ENGAGEMENTS

An accomplished and sought-after speaker on the topics of entrepreneurship and the “Mind of the CEO,” David Carter has recently presented keynote to the following organizations:

- **TiE Dubai.** The Dubai chapter of The Indus Entrepreneurs (TiE), a not-for-profit global network of entrepreneurs and professionals. TiE is dedicated to cultivating entrepreneurship and free-market economies everywhere. Founded in Silicon Valley in 1992, the organization has grown to more than forty chapters in nine countries with a membership comprised from a variety of corporate and academic backgrounds and industries including software and information technologies, and financial services. www.tiedubai.org
- **Australian Institute of Company Directors (AICD)** is a high level organization offering board level professional development, director specific information services, and representation of directors' interests to the Australian government and the regulators. With over 20,000 members drawn from industry, commerce, the professions, government, and not-for-profit organizations, AICD has a strong presence in the business and government communities, representing directors at all levels of enterprise, from the family owner-operator to the large corporations of Australia across public, private, government and not-for-profit sectors. www.companydirectors.com.au/default.htm
- **Columbia Senior Executive Program (CSEP).** This prestigious programme offered by Columbia Business School is focused on providing senior executives with the tools, insights and resources to maximize their potential as a leader within their organization. It is for executives with a deep range of experience, responsibility, and success. www.gsb.columbia.edu/execed/open/programs/csep.cfm
- **The Luxury Marketing Council** is an invitation-only, not-for-profit membership organization composed of select top management and leading marketers from major purveyors of luxury goods and services who market to targeted, affluent customers throughout the United States and internationally. The Luxury Marketing Council aims to help its members bring innovative, value-added programs to their shared customer base - individuals at the very top of the demographic pyramid. The Luxury Marketing Council also serves as a forum for discussion of critical issues, trends and best practices in relationship marketing, advertising, public relations, loyalty programs, special events, interactive and other integrated marketing communications. www.luxurycouncil.com



**WHAT THE AUDIENCE HAS TO SAY...
A Few Unsolicited Testaments**

"Recently, I had the opportunity to listen to David Carter speak at a CEO business mentor training session. As a true expert on 'The CEO', David would be remiss not to write a book on this subject. Until this occurs, we can only be so fortunate to hear him speak on this area. His experience, genuine passion and zeal in sharing his expertise on 'CEOs' are not only impressive, they are contagious."

**R. Emmett Boyle
Principal and Chairman, The Elmwood Group**

"I recently saw David Carter speak at the CTT International Conference in Noordwijk, Holland. He was the only speaker who spoke without reliance on notes or PowerPoint slides, and he did it with in an easy, confident style that clearly engaged the audience. What struck me about David is that he spoke with credibility, authenticity and passion. He has a rare gift of mixing business acumen and heartfelt generosity of spirit."

**Phil Clothier
Partner, Richard Barrett and Associates**

"When an expert performs it looks so simple and therein lies his genius. And what David Carter did in his five and half hours presentation is nothing short of genius – a complicated concept was conveyed with such ease! I gained immensely from this, and honestly feel that I am going to be much better after attending his presentation."

**Raj
PRITHVIRAJ – PRG CONSULTANTS**

"David Carter's comments at the Whole System Change Summit dinner, regarding the 'war for talent' and broken business models really stuck with me. I admire and respect who he is and the depth of wisdom and sincerity in what he says.

David has honed an exceptional ability to listen. His listening is quietly active. It seems to shape and deepen conversation, even when you are saying nothing. It is really brilliant. Finally, the alignment between what David says, who he is and everything I have seen of his business is exceptional. It speaks of deep reflection and consistent integrity of action."

**Morel Fourman
CEO, Gaiasoft**



WHAT THE AUDIENCE HAS TO SAY...(cont.)
A Few Unsolicited Testaments

"I invited David Carter to serve as a keynote speaker for the second International Congress of Management based in Values held in Caracas in July 2006. David's speech was titled "What Makes a Successful Business Leader". His speech was engaging and received an excellent evaluation from participants. In a comprehensive and explicit presentation to a multicultural corporate audience exceeding 200 senior executives, David presented the multiple aspects associated with different leadership styles and the contributing factors to leadership success and failure."

Adolfo Jarrin
President, Creating C.A.

"Our firm had the pleasure of having David Carter present at our November 2006 Lane4 Consultant Conference. We thoroughly enjoyed his engaging presentation and candid responses during the subsequent Q&A. His insight into the "world of the CEO" and mentoring CEOs, provided a great stimulus for lively conversations that continued through the remainder of the day and thereafter. As consultants ourselves, we particularly admired the conversational style of his presentation and his openness. Speaking without notes and slides to distract him, David's session came across more like a lively discussion rather than a canned presentation. This contributed to the high level of energy and valuable contribution from participants attending this session."

Paul Jewitt-Harris
Director of Consultant and Product Development, Lane4 Management Group

For further information please visit

www.davidcmcarter.com