

## "Tough Times. Tough Love. Driving Results Through Accountability."

Featuring Greg Bustin of Bustin & Co.  
Friday, November 13, at 1 p.m. CDT  
Fridays With Vistage webinar  
[www.vistage.com](http://www.vistage.com)

In a business environment that is increasingly complex and exponentially uncertain, savvy CEOs appreciate the bottom-line results a culture of accountability delivers to their organizations.

Yet a recent survey conducted by Greg Bustin of more than 700 CEOs and their direct reports in the U.S. and Canada identifies "lack of accountability" as the single greatest barrier to achieving consistently high levels of organizational performance.

If accountability is so important, why do so many leaders struggle with it? What's so tough about tough love?

To help leaders gain fresh insight into building, nurturing and sustaining a culture of accountability, Bustin interviewed senior executives at **The Container Store**, **Ernst & Young**, **Nucor** and **Southwest Airlines** to discover how these companies that are among the most admired in the world succeed in good times and bad.

Their insights are captured on video and woven into a compelling workshop-style presentation.

Excerpts of Bustin's new presentation is the focus of the "Fridays With Vistage" webinar November 13. This webinar is free for Vistage members.

Vistage ([www.vistage.com](http://www.vistage.com)) is the world's largest CEO membership organization, and Bustin chairs three Vistage groups in Dallas for CEOs and Key Executives. Bustin also regularly speaks to Vistage groups throughout the U.S. and Canada.

In the November 13 webinar, Bustin will:

- Discuss seven critical pillars that support a culture of accountability
- Address the myth of consequences
- Examine a four-step process guaranteed to deliver the results you expect

Mark your calendar for this webinar that will help you and your team jump-start a strong 2010. ■