

**-A Workshop Opportunity for Enlightened Leaders seeking to communicate more effectively in a Rapidly Changing World-**

**UNDERSTANDING CHANGE IN THE EMERGING CHAOS**

**-THE LINKAGES AMONG TECHNOLOGY, ECONOMICS AND SOCIETAL VALUES-**

**TODAY'S REALITY IS THAT .....** change is occurring at an increasing rate, and this is threatening humankind's quest for sustainable prosperity and well-being. Clearly, developing and implementing solutions for progressively more complex problems will become ever more difficult in the face of relentless and increasingly rapid change. To be successful, those with differing expertise, experiences and perspectives from all types of organizations must have the ability to communicate effectively using factual information. This will necessitate the emergence of enlightened leaders whose proficiencies includes (1) a basic understanding of the linkages among technology, economics and societal values; (2) an ability to communicate effectively and knowledgably about how change is being driven by these linkages and (3) a fundamental awareness of the indicators of the emerging chaos and the associated challenges facing humankind. The purpose of this workshop is to help prepare these leaders for the formidable task that awaits them.

**WORKSHOP ATTENDEES WILL LEARN .....**

- The basic principles that define how macro-level change is driven by the linkages among technology, economics and societal values.
- A simple vocabulary that can be used to promote effective communication about change among those with different expertise, experiences and perspectives.
- Some of the alarming trends that point to the critical need for enlightened leadership that focuses on sustainable prosperity and wellbeing.

**THE WORKSHOP IS DESIGNED FOR .....**

Public and private sector leaders at all levels who have an interest in one or more of the following:

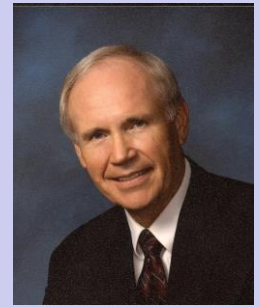
- Fostering more effective communication among and within various organizations and clientele, large and small, profit and non-profit.
- Enhancing personal awareness about important trends that will greatly impact humankind in the foreseeable future.
- Involvement in sustainability initiatives, environmental and social, formal and informal.

**WORKSHOP FORMAT, DURATION AND MATERIALS ARE .....**

Tailored to request. Usually from 1-hour to 1-day in length. IPAD Book from Apple IBookstore: <http://itunes.apple.com/us/book/linkages-among-technology/id548532106?mt=13&ls=1>

**THE PRESENTER IS .....**

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*Otto Loewer's career spans six land-grant universities where he has worked in research, teaching, extension, economic development and administration. Honors include being past international president of the American Society of Agricultural and Biological Engineers, member of the LSU College of Engineering Hall of Distinction, Engineer of the Year in Arkansas and Communicator of the Year in NW Arkansas. He has BS, MS and PhD degrees in Agricultural Engineering (LSU, Purdue), an MS in Agricultural Economics (Michigan State), a certificate of completion from the University of Oklahoma Economic Development Institute, and is a registered professional engineer. Professional highlights include serving as dean of engineering at the University of Arkansas and as founding director of the University of Arkansas Economic Development Institute.*

*This workshop is drawn from many presentations to national and international audiences and from Loewer's popular interdisciplinary graduate course at the University of Arkansas entitled "Linkages among Technology, Economics and Societal Values" (BENG/OMGT 5633.)*