



**Cornell University**  
School of Hotel Administration



**旅遊學院**  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute for Tourism Studies

# **Executive Development Programme ESSENTIAL SKILLS FOR LEADERSHIP**

## **「卓越領導技巧」高級管理課程**

**29 – 30 March 2012**

**Course Leader**

**Robert B. Perry**

**Faculty Member, Executive Education,  
School of Hotel Administration, Cornell University**

**Pousada Conference Room | Institute for Tourism Studies | Macao SAR, China**



# Executive Development Programme **ESSENTIAL SKILLS FOR LEADERSHIP** 「卓越領導技巧」高級管理課程

## **Learn from the course leader of Cornell University how to**

- Tap into your personalized leadership style, including your emotional intelligence.
- Motivate both outstanding and challenging employees to higher levels of performance.
- Turn work groups into inspired teams
- Leverage the best parts of conflict
- Teach others to learn from change

### **Course focus:**

Understanding yourself as a leader of others is a prerequisite for your success. Through experiential activities, personal assessments, and interactive feedback, this course will enhance participants' understanding of their own individualized, leadership styles and strengthen their abilities to lead others in their hospitality organizations.

### **Key benefits:**

Participants will obtain key insights into their unique leadership styles. They will learn how to overcome any blockages that are impeding their ability to effectively lead and manage others. In addition, they will strengthen their ability to motivate all types of employees.

**Registration Deadline : 16 March 2012**



## Robert B. Perry

**R**obert B. Perry is currently President of Robert B. Perry Associates, Inc., a management consulting firm specializing in the field of Human Resources Management. Formerly a director of management development for Trans World Airlines, he was subsequently named Director of Training for Hilton Hotels International. Mr. Perry has lectured on management topics at seminars all over the world. His teaching experience includes the American Management Association, the Cornell University School of Hotel Administration, and the Institut de Management Hotelier Internationale (IMHI)—in Cergy-Pontoise, France.



As Director of the Career Development Institute for Hilton International, first in Montreal and later in New York City, Mr. Perry developed the curricula and taught courses for hotel department heads and other executives selected from Hilton properties all over the world. These corporate courses were intense four-week programs especially designed for high-potential hospitality executives. Mr. Perry was one of the first three Directors chosen to head-up this prestigious program and remained in that post for five years.

Upon leaving Hilton International, Mr. Perry founded his own company, and was invited by the Cornell University School of Hotel Administration to become their Executive-in-Residence. During this time, Mr. Perry taught graduate students on the Ithaca campus, and was asked to continue this role for three consecutive

years. He was then asked to join the Faculty for Executive Education. Mr. Perry has now been a member of the Cornell School of Hotel Administration Executive Education Faculty for more than twenty years. In that capacity he has conducted courses in leadership, motivation, and group dynamics in the Cornell Professional Development Program. Mr. Perry has consistently earned high marks for his inspiring teaching style and the leadership characteristics he has encouraged in the hundreds of hotel managers

from all over the world who have attended his courses. His success led him to be selected for the original team of Executive Education Faculty members to present the Cornell University Professional Development Programs in Brussels and Singapore. Mr. Perry has also delivered Cornell University custom programs for clients around the world. His success in this arena includes being the only faculty member invited to teach in every edition of the Senior Executive Symposium for the International Association of Venue Managers since the program began.

As a result of his success at Cornell University, Mr. Perry was asked to teach at the Institut de Management Hotelier Internationale in France when the program was affiliated with Cornell University. He continues to teach in this highly regarded hotel administration MBA program. Mr. Perry also continues to teach in two other MBA programs in Nice, France and Palma de Mallorca, Spain.

Mr. Perry received his Master's Degree under charter of the State University of New York, 1962.

## Language

English

## Venue

Pousada Conference Room, Institute for Tourism Studies  
Macao SAR, China

## Programme fee

Macao ID-holders: MOP8,650

Non-Macao ID-holders: MOP14,840

## Registration Deadline

**16 March 2012**

## Registration Form & Website

[www.ift.edu.mo/edp/cornell](http://www.ift.edu.mo/edp/cornell)

## Enquiry

For more information, please contact Mr. William Wong.

**T: (853) 85983 049    F: (853) 85061 283    E: [edp@ift.edu.mo](mailto:edp@ift.edu.mo)**

## Disclaimer

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.

## About the Organisers



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[www.hotelschool.cornell.edu](http://www.hotelschool.cornell.edu)

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