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CONTACT: Jayne Siemens

913-268-0606

jsiemens@vencomm.com

“Hope” Saves Lives of BioNumerik Executives

Vietnam Fighter Pilot Applies Guerilla Warfare Tactics to Biz Courses

(Kansas City, Mo.) – When Fred Hausheer, Chairman and CEO of **BioNumerik Pharmaceuticals, Inc.**, sees his newly promoted executives struggling with what their job function is, he doesn't assume they understand. He sends them to **LeaderPoint Executive Experience**® week-long classes to immerse them in what the executive function is and how it differs from what they might have been taught about being a manager.

The course provides a common language and understanding between Hausheer's role as the CEO of **BioNumerik** and his executives. In fact, Hausheer took the **Executive Experience**® course himself, and has been using the concepts ever since.

“Most of the employees I have sent to the **Executive Experience**® say it is a career altering event for them,” remarked Hausheer. “They say it puts clarity and a structural form into what the difference is between the functional and executive roles. It is the fundamentals and basic knowledge of the executive function that new executives should not be without. We have incorporated many **LeaderPoint** concepts into our corporate culture.”

Dr. Jon Hope, Ph.D., founder of **LeaderPoint**, developed a simulation-based course for executives that turns the classroom into polite guerilla warfare. The **LeaderPoint Executive Experience**® is one of the most sought-after management and leadership development courses in the U.S. It helps save the lives of executives who feel they are sinking in quicksand. The course is based on Hope's experiences under great leadership as a fighter pilot in Vietnam and his experience creating and conducting war simulations.

During the **Executive Experience**® managers and executives are plunged into a very realistic business situation where they operate a simulation company. Just as in guerrilla warfare, they are placed in small groups to develop a plan to save their “mock” company and defeat the competition. They quickly fall apart.

Eventually the **Executive Experience** process gives ordinary people a chance to do extraordinary things. Companies such as **BioNumerik** are signing up entire divisions to attend these **Executive Experience**® courses.

“**LeaderPoint** has put together a fabulous program that simulates reality,” continued Hasheer, “You cannot learn how to swim unless you get into the pool, and with the **Executive Experience**® concepts, our executives learn how to hold other people accountable. We develop drugs that save lives, but in the process we have to preserve our risk taking ability even when we don't feel calm. The **LeaderPoint** course gives us the tools to make this happen. We are reaping rewards from this training.”



Hausheer continued that in his business they do complicated research. He is a medical oncologist by training and has had to develop his executive skills on the job as a CEO. Many of his employees are scientists and medical experts, but have also never had a great deal of executive experience and need to learn how to manage teams of people, quickly. **BioNumerik** is finding ways to improve the thought process of drug development and shaving off time in getting their drugs to the clinical trial stage compared to the industry norm. The Drug Information Association doesn't endorse companies usually, but they have put their moniker on **LeaderPoint** courses.

When Dr. Hope was a fighter pilot during the Vietnam War, his flight had only two human losses and one aircraft loss during 198 missions. At the tender age of 27, he started asking the questions, "Why were we so successful?" and "What made our flight so unique that the loss of life was so minimal?"

Hope concluded that the answer was their flight commander, called Big Snoopy. He kept the flight away from the politics of upper command and debriefed them at the bar in the officer's club. The debriefings were about results of the missions. It was about hitting the targets, being on time, completing the missions and getting results. "We were not allowed to take our eye off the ball," Hope stated. "Big Snoopy was a great leader."

When Hope returned to the U.S., he took a command-and-control job in the Air Force to support high ranking army officers. During that time he was involved in war simulations. They looked like real war and he learned how powerful they were for learning difficult skills. After this experience, Hope developed a simulation-based course for MBAs that became the foundation for the **LeaderPoint Executive Experience®**.

Hope asked the question, "What makes a great leader?" as the basis of his thesis when studying for his Ph.D. He began to see that leaders in management today are failing their own teams because they make managing complicated. He began to see that managers are scared. They can't sleep at night because the burden of being in charge is too much. Hope deduced that managing is really conceptually simple, but very difficult to do. "It's not abstract," remarked Hope. "It's about getting results and growing your people."

"I was surprised how much I learned from the **Executive Experience®** course," stated David Margrave, vice president of administration and general counsel for **BioNumerik**. "The course generates a new way of thinking about how to be a leader. It is very thought provoking. Personally, it helped change the way I interact with people and how I approach my work."

"Technical people who have been promoted to the management level have not been taught how to manage. They lose their balance really quickly," added Hope, a founding partner of **LeaderPoint®**. "We divide the attendees into business teams and ask them to manage a mock company and give them real world objectives within a certain time frame. Inevitably the teams break down, usually within minutes. The ones who commit to the experience learn how to become better leaders."



LeaderPoint concepts have become part of our corporate culture," continued Margrave.

"Concepts from the course have become part of our vocabulary. The course has been an essential evolutionary step for our company and has been a major contributor to our overall success."

The course requires participants to identify opportunities, develop a plan to seize them, bring people together to accomplish goals, identify and remove barriers to cooperation and, finally, to lead by "getting out of the way." In other words, they are asked to surrender their controlling behavior.

"We give them the tools and situations to become emotionally engaged and set them on a course to be better leaders," continued Hope. "The real work comes when they go back to their offices and start using this stuff in their own business environments."

"People need to start feeling comfortable about being uncomfortable," remarked Hausheer. "When you incorporate the **LeaderPoint** concepts, the process and work becomes more efficient. Our employees who have gone to the **Executive Experience**® course, learn how to own their work, and find ways to be perpetually optimistic, even in the face of extreme challenges. This is a course for the long term, it's not a quick fix."

While the **Executive Experience**® helps managers and executives survive within their companies, it also helps them grow healthier. And more effective managers and executives help companies survive by reducing the health-care costs and retaining employees longer.

Mike Laddin, president of **LeaderPoint**®, believes that bad leadership causes stress, bad health and divorce, and raises the cost of health care for companies. "It's an awesome responsibility to be a leader," stated Laddin. "You are responsible for people's jobs. Their livelihoods depend on your leadership. You can make or break people's lives. **LeaderPoint**® courses are about helping ordinary people do extraordinary things that will affect the success of entire businesses."

LeaderPoint's Executive Experience® is one of the most sought-after professional management and leadership development courses on the planet. **LeaderPoint** helps ordinary people achieve extraordinary results. Course participants retain the knowledge they gain through an **Executive Experience**® course. More information about the **LeaderPoint Executive Experience**® is available by calling 913-384-3212 or logging on to www.leaderpoint.biz.

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