**Invitation to join an open lecture**

The **Trakia University, Stara Zagora** and the **Agroconsult engineering Ltd., Stara Zagora** together with **Chemitrade Ltd., Stara Zagora** have the pleasure to present

**Bill Lewis, President of the Extension Management Inc., (EMI)**,

who will be delivering an open lecture entitled:

**Title:** "Going from Crisis to Long Lasting Success"

**Tuesday, 27th of March, 2 p.m.**

**On the premises of Trakia University, Faculty of Economics,**

**Registration requested**

**Abstract:** The most devastating economic down turn since the “great depression” is still, for some, a difficult reality in 2014. The “U” shaped recovery has forced many business around the world to close while others are struggling to survive. Business people have lost income and educated people coming out of Universities are having trouble finding good paying jobs.

However, in the midst of this anemic recover, there are people and business who have embraced the situation as a challenge for not just survival, but indeed are positioning themselves and their companies to succeed and thrive.

During this lecture we will explore:

* What excellent business are doing to overcome the Crisis.
* What “Process” of improvement will be necessary for long lasting Success.
* The mindset, behavior and action plan required for long lasting success of employees, businesses, and those entering the work force.
* You will be given a step by step explanation of what Great Business do and will be asked to evaluate yourself in comparison.

Highlighted topics are:

* A proper view of the customer in the new business reality.
* The process necessary for coming out of crisis
* The behavior, practices and principles great companies have implemented as part of a “culture of success.”
* The theory and practice of “differential”.
* Change Management

There will also be time allowed for Q&A and dialogue concerning business and behavior principles.

**Bill Lewis** is President of Extension Management Inc. (EMI), a Management Consulting group serving organizations that seek positive growth through maximum utilization of the strengths and talents of their people, and a planned process of Improvement and Holistic Strategic Planning.

More than a trainer, he is a master facilitator in moving organizations where THEY want to go. Moving them from “Good to Great”. As a “doctor” for business, he has played key roles in many phases of a planned process for Organizational Growth.

From 1971 through 1990 Bill Lewis was employed in the corporate world for a Textile firm (Bear Brand Hosiery, Fayetteville, Ark.), Stainless Steel (Greenville Tube Clarksville), Newspaper publishing (Las Vegas Review Journal) and Electronic Company (Baldor Electric) serving as Director of Education and Corporate Development before going into private practice in 1991 to present.

Mr. Lewis’s professional experiences include:

* International Clients include. The Iraq Oil Ministry, OEB Cyprus, American/Greek Chamber of Commerce in Athens, Business schools and Universities in Russia, Uzbekistan, Turkey, Montenegro, Mexico, Greece, Cyprus, China etc.. He also has many U.S. Companies with international markets.
* Working extensively with the United States Government including United States Agency for International Development (USAID) and embassies around the world
* An Inspirational teacher, Bill has conducted workshops, seminars, consultations and training programs extensively in the United States, Canada, Europe, Asia and Africa.
* Bill has developed a complete Improvement Process system that "causes" on going Management and Organizational growt.
* Serving on numerous educational and governmental committees including the National Governors’ Association "Roundtable of Excellence at Work."
* Serving on the Walton National Literacy Center Board (WalMart).
* Taking part in the Southern Governors’ Conference.
* Serving on the Governor’s Council for Workplace Education in Arkansas.
* Bill is a native of NW Arkansas receiving his education at the University of Arkansas in Business Administration after graduating from Prairie Grove High School in Arkansas.
* www.WorldClassBusinessConsultant.blogspot.com

**All are welcome!**

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The research leading to these results has received funding from the People Programme (Marie Curie Actions) of the European Union's Seventh Framework Programme FP7/2007-2013/

under REA Grant Agreement No. 611490 (PIAPP-GA-2013-611490)