



Ermatingen, 22 September 2004

Wolfsberg Think Tank

Date: Wednesday, 10 November 2004, 10.00 a.m. to 5.00 p.m.

Topic: The Birkman Method®

Led by: Sharon Birkman Fink, President/CEO, Birkman International, Houston, Texas, and Colleagues

Dear Sir/Madam

As globalisation increases, will more of the HR tools and methods that are used in the USA also come over to us in Switzerland and Europe? And should they? The Birkman Method® is one of the oldest and most successfully-established HR tools in use by the top US companies. So it gives us a very good context to think about the advantages as well as the disadvantages of US-style approaches to HR management.

Birkman International, Inc. provides online business tools to measure the human behaviors and motivations that directly impact organizational performance and success. The primary tool offered by Birkman is The Birkman Method®, a non-clinical, non-judgmental multi-dimensional assessment, distinguishing the many facets that make up the personal self and its relationship to performance and success. During the event at Wolfsberg members of the Birkman organization will speak about the history, purpose, results, and science behind The Birkman Method. Along with the speakers from Birkman, two of Birkman's most experienced Independent Birkman Certified consultants will speak about their consulting experiences applying The Birkman Method within organizations in the United States, Europe, and other areas of the world.

Sharon Birkman has been involved with the "family business" since earliest childhood. While raising her own children, she worked in various part-time capacities for Birkman International. Then, in order to address the needs of succession and legacy, she began working full-time in 2001 as V.P. of Corporate Affairs. Dr. Roger Birkman appointed her President/CEO in April, 2002.

Programme:

09.30 a.m. Welcome Coffee
10.00 a.m. Introductions, Presentation and Discussion
12.30 p.m. Lunch
02.00 p.m. Presentation and Discussion continued
05.00 p.m. Closing Remarks

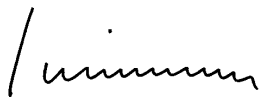
To cover costs, we shall charge only 120 CHF per person (UBS staff are covered by SLA). *

For further information and to register please contact Regina Villiger (phone 071 663 56 51) or send an e-mail to regina.villiger@ubs.com. Please register by 20 October 2004 latest.

We look forward to welcoming you to this Wolfsberg Think Tank. **If you cannot attend, but know someone else who might find it of use, kindly pass on the information. Finally, some of your clients may also be interested in this event and you may wish to think of inviting them along.**

Yours sincerely

WOLFSBERG



Dr. Toni Schönenberger
Managing Director



Professor Prabhu Guptara
Executive Director

P.S.: Please note that overnight accommodation is available at Wolfsberg for a charge of 150 CHF including breakfast.

P.P.S.: Information on other forthcoming Wolfsberg events and reports on previous Wolfsberg Think Tanks and other such events can be found at **www.wolfsberg.com**.

* Cancellations must be received at the latest by 7 days before the event. In case of cancellations received later than this, the following arrangements apply: cancellations received up to 3 days before the event - 75 % of the fee will be payable; after that date - the full fee will be payable. However, a substitute participant is welcome.