

KPMG CFO Forum Features Perth Leadership Institute's Dr. E. Ted Prince as Keynote.

Speech Highlights Increasing Interest by Senior Financial Executives in Improving Financial Performance by Applying Behavioral Approaches

(Gainesville, Florida, April 30, 2007) The Perth Leadership Institute (<http://www.perthleadership.org/>), the industry leader in business acumen assessment and development programs, today announced the forthcoming address by Dr. E. Ted Prince, Founder and CEO of the Institute, to the 6th CFO Forum sponsored by KPMG, being held in Athens, Greece on May 16-17.

The research underlying the speech is based on the book by Dr. Prince entitled *The Three Financial Styles of Very Successful Leaders*, published by McGraw-Hill in 2005.

According to Dr. Prince, "CFOs and senior financial executives are increasingly becoming aware of a new approach to improving financial and valuation performance. This is by changing the financial behavior of managers and executives as well as the more traditional financial structuring and engineering approaches. This is reflected in articles on the Perth approach in respected financial publications such as CFO magazine and Financial Executives magazine. KPMG's sponsorship of this approach reflects the increasing importance of behavioral finance approaches in improving overall corporate financial and valuation performance"

The Perth Leadership Institute has developed new business acumen assessments based on its research. These form part of its financial performance training and improvement programs for executives. These include its individual, team and C-level financial performance programs.

Perth announced last year the release of its Financial Outcome AssessmentT, an online instrument which assesses the financial acumen of executives and managers and shows them how to develop it.

The Perth Leadership Institute was founded in 2002 in Gainesville, Florida, by Dr. E. Ted Prince to carry out research into the linkages between behavior and company financial outcomes. Its programs are targeted at executives and managers and are used for leadership and executive development, talent management and to improve individual and team financial performance at the middle and senior levels of organizations.

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