

HARVEY MUDD

C O L L E G E



David A. Bartholomew

**Department of Engineering
Seminar Program
Wednesday, February 8, 2012
Galileo McAlister, 4:10pm**

Dave Bartholomew is a results driven leader with over 30 years of proven business expertise applying his guidance through principles that he has personally tested and proven in more than fifty Fortune 1000 companies. His success as a 'C-level' and technology executive, and consultant providing vision to leaders at the top of an organization, give him an exceptional depth of understanding about why executive team decisions frequently do not produce improved operational efficiency and profitability. Dave possesses the unique experience of advising multiple companies on turning around troubled situations and being hired by those companies as a member of the managing committee to execute the plans he put forth as a consultant. Through his experience Dave has distilled the essence of achieving success in business decision making down to five simple rules that apply to companies of any size or industry. Hundreds of companies have used the Five Rules to create dramatic results. Dave has captured these rules in "The Diamond Principle: The CEO's Common-Sense, Time-Tested 21st Century Guide to Making Can't Miss Decisions and Getting Things Done".

***"The Diamond Principle: The CEO's Common-Sense, Time-Tested 21st Century Guide to Making Can't-Miss Decisions and Getting Things Done", by David A. Bartholomew,
Foreword by John A. Zachman***

Abstract

The Diamond Principle is a twenty-first century business guide that has been time-tested, and proven in hundreds of Fortune 1000 companies. The book stands out because of his no-nonsense, straightforward approach to putting "The Diamond Principle" into practice and demonstrating its success.

As a business consultant and chief information officer with over 30 years of experience David has validated the five rules in more than fifty companies in which he was regularly asked to resolve troubled situations -- "where there was a gap between executive management expectations and the results achieved from an effort undertaken by the company and approved by these executives."

In simple language and without a lot of extraneous material, David explains the five rules of The Diamond Principle and advises executives on how to implement each providing examples. Beyond the rules, David employs vivid exercises that executives will remember; including The Chalk Talk (a facilitated discussion by senior executives) and The Three-Legged Stool Theory (listen and learn, take action, and give back to your customer).

The book closes with a group of compelling real world stories detailing how The Diamond Principle has enhanced the ability of companies to achieve various kinds of success.