

Unraveling the Genius of the
World's Greatest Investor

WARREN BUFFETT

AS HEARD IN

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presenting
ROBERT P. MILES
LIVE ON THE
GENIUS OF WARREN BUFFETT
THE SCIENCE OF INVESTING AND THE ART OF MANAGING



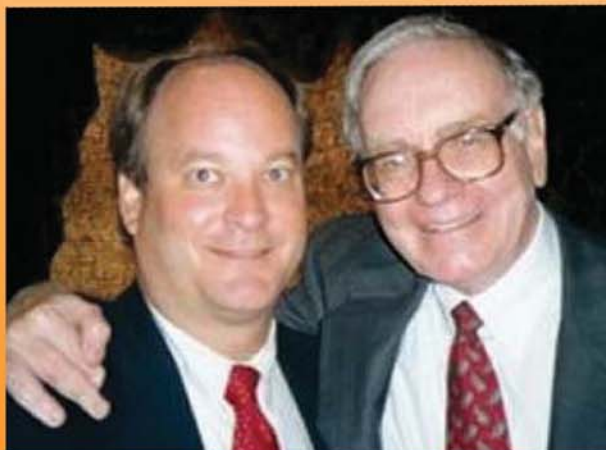
"Everyone who reads it [Buffett CEO Book by Robert Miles] comes away singing its praises. I'm mentioning it in the annual report." --Warren Buffett

"Everyone knows Warren is the greatest investor of our time...[Robert Miles] for the first time captures his genius as a manager." --Jack Welch, retired CEO, GE

You are invited to attend this UNIQUE workshop to gain insight into the Genius of Warren Buffett.

Find out why all serious investors should know, study and understand Warren Buffett and follow in the footsteps of...the world's most successful investor with the help of Robert P. Miles, an internationally renowned Author, Speaker and Warren Buffett expert!

Robert Miles has had the great honor of getting to know Warren Buffett, the man and the remarkable wealth-building strategist. He is a long term shareholder of Berkshire Hathaway. As the writer of the topselling books *The Warren Buffett CEO: Secrets From the Berkshire Hathaway Managers*; *101 Reasons To Own the World's Greatest Investment: Warren Buffett's Berkshire Hathaway*; and *Warren Buffett Wealth: Principles and Practical Methods*



Used by the World's Greatest Investor, Robert has relentlessly followed his passion and found great success in doing so. Known for his subtle wit and entertaining stories, he has shared his valuable insights, strategies, philosophies, and anecdotes with enthusiastic audiences throughout the world.

9:00 SESSION ONE: The Genius of Warren Buffett: The Science of Investing and the Art of Managing

Description

Who is the world's most successful investor? Why you should know, study and understand him if you too want to enjoy outstanding investment results are a few of the questions answered in this session. By effectively employing a singular combination of God-given talents and carefully-honed abilities, Warren Buffett has been able to take a small textile company and build it into one of the world's foremost conglomerates and simultaneously created a vast fortune for himself and his partners. His extraordinary tale is one of genius and character. This session reveals exactly how he did it and who he is.

Highlights:

- Warren Buffett: Investing and managerial genius worthy of careful study
- Character vs. Reputation and its impact on successful investing
- The mindset of a billionaire; do you think the same way?
- The 8 forms of intelligence and Buffett's genius-level mastery of 4 of them
- Risk - Buffett-style, it will challenge your conventional investment beliefs
- Building a world-class management team without ever losing a CEO to a competitor

Synopsis: Buffett Genius

Genius of any kind is a gift bestowed on a rare few; individuals endowed with multiple areas of genius are even rarer. Throughout history, both scientists and artists have advanced human achievement; but there are few, if any, advancements made by someone who was both a scientific *and* an artistic genius. Warren Buffett is one of the few exceptions. Gifted with a phenomenal memory, astonishing mathematical abilities, and highly developed interpersonal skills, he has accomplished what few others have done.

Just like you might know, study and understand Shakespeare, DaVinci, and Mozart to write, paint and play better music, this course is the study of the world's best investor, capital allocator and business manager giving you an inside look and understanding of being the best. This fascinating presentation explores the unique combination of native brilliance and well-developed character traits and habits that have enabled Warren Buffett to become the single wealthiest investor and one of the most admired chief executives in the world. It explains how a highly-unusual possession of both scientific and artistic genius have fueled Buffett's unparalleled achievement, and reveals why a study of this legendary financial mastermind is well worth the time and effort of anyone who wants to build a wealthier, happier, more successful life.

10:30 MORNING BREAK

10:45 SESSION TWO: Reflections of a Billionaire CEO: How To See YOU in the Image

Description

This session explores the unique profiles, common characteristics, and unorthodox management secrets of Warren Buffett's remarkable management team. Hear stories that every businessperson can learn from, and take away information you can immediately implement in your own investment and business practices to achieve extraordinary results.

Highlights:

- 3 qualities that Buffett looks for in every manager. Do you have them?
- Inspirational stories of business men and women, many without the benefit of social standing, education or money, who built businesses that were acquired by Buffett
- The character traits necessary for long term investment success
- How Buffett's success as an investor and as a manager is directly related to his ability to surround himself with people he likes, admires, and trusts.
- How Buffett manages without meetings and budgets, and with a corporate office staff of just 16.8
- Why Buffett has never lost a CEO to a competitor
- How Warren Buffett will measure his successor

Synopsis: Billionaire CEO:

Do you have what it takes to be a part of Warren Buffett's stellar team? There are several critical character traits shared by all of the more than 20 CEOs of Buffett-owned companies. This eye-opening session reveals what those traits are, and invites you to hold up a mirror and see if the person you have become reflects the qualities admired and rewarded by the world's most renowned value investor and values manager.

Warren Buffett has been able to attract and keep his enormously talented team of managers without meetings, divisions, budgets, or an organizational structure. Team Buffett has never lost a CEO to a competing enterprise, even though the average Buffett CEO is worth \$100 million and therefore "working" for passion, not financial independence. And the average Buffett CEO has tenure of 25 years-with no mandatory retirement-while the typical large-company CEO is on the job for only 6 years. This session will examine the whys and hows behind Berkshire Hathaway's unconventional and spectacularly successful business model. It examines the fascinating evolution of this conglomerate, and considers how it will look well into the future. It also explores the surprising truth about what will happen after Warren Buffett retires and how he will judge his successor.

12:15 LUNCH

13:30 SESSION THREE: Warren Buffett Wealth: Part 1: Principles and Practical Methods Used by the World's Greatest Investor

Description

To be the best at something, you've got to learn from the best, and the fact of the matter is there's simply no one better than Warren Buffett when it comes to getting rich in the stock market. This session presents an in-depth multimedia review of the uncomplicated, timeless set of investing principles used by Warren Buffett to become a multi-billionaire. Beginning students as well as professional investors will be informed and entertained by Buffett's practical, value-based, ethical investing methods.

Highlights:

- The 4 ways to create wealth - only one involves skill and practice
- The vital difference between being rich and being wealthy
- The people who are studied by the world's most studied investor
- What you need to know about yourself to be a successful investor
- Why every investor should prefer down markets
- 5 criteria that you could use that Buffett looks for in an investment
- What you can learn from Buffett's investment mistakes
- 5 principles from the next Warren Buffett - do you have any of them?
- The circle of wealth: Buffett's shocking plan for his fortune

Synopsis: Buffett Wealth Part I

As a young boy in Omaha, Nebraska, Warren Buffett began his investing career with a modest investment of \$100 and gradually transformed it into over \$100 billion—one of the largest fortunes ever amassed. According to Forbes magazine, Buffett is the second richest person in the world, and he is one of the few people to become a billionaire through investing alone, by investing in other peoples' businesses and without the benefit of an inheritance or ever starting or managing his own business. Throughout his life and all of his phenomenal successes, he has remained true to his principles, staying clear of unfriendly deals, and going into business with people he likes, admires, and respects.

This session details the specific investment strategies that Buffett has been using for nearly 50 years - strategies which have served him in every stock purchase and business transaction he has ever been involved in, carried him right on through bear markets and bad economies with barely a scratch, and enabled him to build one of the most secure, liquid sources of capital in the entire world. Among other prized personal techniques, you'll learn about the three cornerstones of Buffett's investment philosophy, including the "margin of safety," and the critical importance of investing within your circle of competence.

You'll also meet some of Buffett's greatest mentors and hear about the lessons they taught him that influence his decisions to this day. You'll find out why the world's greatest investor believes that all investing is value investing, and learn precisely how Buffett calculates a stock's value and how it would change your investing habits if you did the same things. And you will learn to recognize the never-before-seen "Mr. Market," the fictional character created by Buffett's professor to help explain the two extremes of the stock market: fear and greed.

15:00 AFTERNOON BREAK

15:15 SESSION FOUR: Warren Buffett Wealth: Part 2: Principles and Practical Methods Used by the World's Greatest Investor

Synopsis: Buffett Wealth Part II

In this highly instructive interactive session, you will bid on an actual business purchased by Warren Buffett and uncover all the lessons learned from this transaction. You will learn the difference between quantitative and qualitative forms of investment, and how Buffett calculates and discovers them. You will also make a careful review of Buffett's stock portfolio and see what you can learn from it. You'll find out where all successful investors concentrate their ownership, and uncover the brilliance behind Berkshire Hathaway's decision to go against conventional wisdom and refuse to split its stock.

Warren Buffett's investing successes are so renowned that his mistakes don't get a lot of airtime. But he has made mistakes, and in this session you'll discover what they are and what lessons you can learn from them. This session also reveals and debunks many commonly held myths about investing, wealth creation, and Buffett himself. It describes who the next Warren Buffett will be and what his investment principles are. See how you measure up and if you would qualify to be the next Warren Buffett based on the skills you have learned thus far. It also explains the circle of wealth, and how most of the Buffett fortune (his and his shareholders) will be given back to the world. Finally, you'll hear some powerful personal insights and life lessons from a man of wealth, genius, power, and character.

16:45 CLOSING REMARKS

9:00 SESSION FIVE: Hiring an Investment Manager: 101 Considerations

Description

This session is designed for the individual who lacks the confidence, experience, skill and interest to be an above-average investor, as well as for the professional investment manager who wishes to better understand how to attract and effectively communicate with potential clients. Warren Buffett and his investment company, the publicly traded Berkshire Hathaway, are dissected and analyzed as the ideal example of what to look for in both a manager and a stock.

Highlights:

- The temperament of a successful investor: Do you have it?
- Managing your own portfolio vs. hiring someone else to manage it for you: Pros and cons
- What you want - and don't want - in an investment manager
- Index funds: What they are and why should you invest in one
- The importance of a comparison and value-added results

Synopsis: Hiring an Investment Manager

Not everyone is born with the skill and interest to manage money. In fact, only a few have what it takes to outperform the market. Are you one of them? If so, how can you tell? If not, what should you do and how you can compensate for the lack of the innate ability and skill? If you don't thoroughly understand the stocks you own or the methods that will maximize your money, it may be better and more profitable to hire someone with the skill, talent, temperament and experience to handle your investments for you. This session breaks the investment manager selection process down to easy to understand terms and methods, and details all of the things you need to know and do to be a successful investment client.

Warren Buffett may not be available to personally manage your investments, but it is possible to entrust them to someone who operates according to his principles and values. This session will uncover the key qualities that make Warren Buffett such a superior investment manager and Berkshire Hathaway such a sound, consistently profitable investment, so that you will be able to spot those same qualities in others.

10:30 MORNING BREAK

10:45 SESSION SIX: Value Investor Tools: Achieving Above Average Investment Results

Description

Whether you manage your own investments or hire someone else to manage them for you, there are certain tools - used by all of the world's wealthiest investors - that will help you maximize your success while minimizing risk and failure. This presentation tells you what these tools are, and how you can use them to better understand your stock portfolio and more accurately evaluate the performance of your investment manager.

Highlights:

- Warren Buffett's favorite investment book and why you should read it
- Accounting or Finance: The discipline that matters more to you
- The one and only investment guide Warren Buffett has ever used
- No computer is necessary to be a value investor, but this calculator is helpful
- Real estate success = location, location, and location. Successful value investing = valuation, valuation, and valuation.
- The first website you should visit before you become a stock market investor
- An invitation to join the virtual community of Graham and Doddsville - a must for Buffett style investors

Synopsis: Value Investor Tools

All of the world's wealthiest and most successful investors rely on a specific set of highly prized tools that enable them to achieve consistently outstanding investment results. This presentation will introduce you to the powerful and often surprising contents of this remarkable "toolbox" and show you how to immediately start putting them to work for you.

The good news is, no new or complicated strategies are necessary to build substantial wealth through investing: the tools used by Buffett and other great investors are actually quite simple and straightforward. But the process of applying these tools requires commitment and hard work, although you can learn to make these strategies easier. You'll discover the fundamental activity you must engage in regularly, as well as the number of investments you need to review before you select one. You'll also learn the critical importance of associating with the right minds.

12:15 LUNCH

13:30 SESSION SEVEN: The Intelligent Philanthropist: A Thinking Man's Gift To the World

Description

If you are a successful investor then one day, either while you are living or after your death, you must carefully and intelligently distribute the wealth you have created. Perhaps Warren Buffett's greatest contribution to mankind will not be creating a vast fortune, but rather by teaching by example how to intelligently give it away. This session will discuss the billionaire's extraordinary charitable plan and the different ways he has merged his investment strategies and values with his estate, foundation and legacy.

Highlights:

- Doing what you love to do - a critical element to wealth creation
- How your wealth creation and the value of giving back are related
- Do you have this critical element of character?
- Why it is better to pay taxes than be on the receiving end of a government program - which side do you want to be on?
- Winning the Ovarian Lottery - Buffett's explanation for gifts of luck
- The story of a man of vision - it will touch your heart
- Establishing the cycle of success in your own life

Synopsis: The Intelligent Philanthropist

Successful investing and successful charity require opposite skill sets; yet Warren Buffett's boundless genius for money even extends into the realm of giving it away. The trajectory of his remarkable life has taken him from supremely intelligent investing to supremely intelligent philanthropy, as he continues to lay the groundwork for an unmatched financial legacy that will benefit countless people around the world.

Now that Warren has created the world's largest foundation, how many and which charities will it fund? This session reveals some of the amazing plans Buffett has established for the philanthropic distribution of his wealth, which includes targeting charities without a natural funding constituency. Buffett's legacy will not be the typical name-on-buildings-schools-and-programs variety. You'll find out how he plans to be remembered instead. You'll also hear Buffett's uncommon and refreshing views on the connection between money and politics.

When it comes to his children, grandchildren and future heirs, Buffett's estate philosophy is grounded in his characteristic common sense: "Give them enough so they can do what they want, but not so much that they do nothing." This session also explores the value of meritocracy versus handicapping your children with unearned financial rewards and an unmerited financial head start. Finally, you'll learn this world-renowned billionaire's surprising definition of a successful life. Money, celebrity, even wisdom do not enter into his estimation of true wealth. Once you hear what he does value most, you will have an even deeper understanding of why this humble genius has been able to create such incredible prosperity and fulfillment, and how that same degree of prosperity is available to you.

15:00 AFTERNOON BREAK

15:15 SESSION EIGHT: The Warren Buffett Investor Quiz: Applying the Skills You Have Learned

Description

This is a test of skills and wits. It will determine how you have paid attention and will access your level of success after this workshop. Will you be successful with your new investment strategies? Only you can tell, yet this 20 question multiple-choice test will help you reexamine and explore the knowledge gained from each of the previous sessions and reinforce the information imparted in each one.

Synopsis: The Warren Buffett Investor Quiz

This last session ties all of the previous presentations together to make sure you completely understand the principles and methods of Warren Buffett, and how to apply them in your own life. You'll review the tremendous benefits of knowing, studying and understanding the world's greatest capital allocator and manager ... how to quickly and easily determine if you are best suited to be your own investment manager and whether or not you will be successful, the tools every investor should be aware of and use, you will also learn how to recognize the character traits that every manager should have that handles your money, and much more.

The wealth building methods used by Warren are simple, but they're not necessarily easy. However, you can learn to use much of the expertise that he has used. It is up to you once you have the knowledge to put it into practice. This session invites you to examine your own character to determine if you have all the pillars necessary to achieve true prosperity. You'll also learn why patriotism and charity are essential elements of wealth.

16:45 CLOSING REMARKS