

The Augmented Leader

Presented by **ELEVATE**



The Rady School of Management, UC San Diego
Elevate Leadership Certificate Program
Northrop Grumman, Palmdale
March 2016

Eligible for Tuition Assistance & Deferment at Most Organizations

Communication, influence and relationships synergize into peak people performance. By boosting both verbal and non-verbal communication, this series helps professionals, from individual contributors to front-line managers, influence others. Ultimately, these actions build relationships that improve collaboration and productivity in any organization. You will:

- **Develop** influence skills
- **Cultivate** individual awareness and team relationships
- **Master** interpersonal dynamics


Distinguished Executive Guest Speakers:

Arthur M. delaCruz | Director, Strategic Planning, Global Strategy & Mission Solutions, Northrop Grumman Aerospace Systems
Royal A. Gardner | Director, HALE Enterprise Production Integrated Product Team, Northrop Grumman Aerospace Systems
Peter M. Martini | Director, B-2 Special Projects, Military Aircraft System Division, Northrop Grumman
David L. Zabalaoui | Director, Operations & Integration, Business & Advanced Systems Development, Northrop Grumman Aerospace Systems

Each homework-free course is only 1.5 days. Enroll today!

Course 1

Networking, Influence & Strategic Relationships




Yes, It Is About Who You Know

March 10, 4pm-7:30pm
March 11, 8am-3pm

LEAD301 (0.9 CEUs)

Course 2

Impactful Verbal Communication




Power Words for Powerful Communication

April 21, 4pm-7:30pm
April 22, 8am-3pm

LEAD302 (0.9 CEUs)

Course 3

Optimal Persuasion



Science, Tactics & Tools to Align Goals

May 5, 4pm-7:30pm
May 6, 8am-3pm

LEAD411 (0.9 CEUs)

Course 4

Charisma & Context



Leverage Your Surroundings, Personal Brand & Presence

May 19, 4pm-7:30pm
May 20, 8am-3pm

LEAD307 (0.9 CEUs)

Register Online: rady.kintera.org/PD-augmentedleader
For more information, visit: rady.ucsd.edu/exec/elevate/



For assistance, contact: Nancy Peritz at nperitz@ucsd.edu or (858) 822-7414



A partnership of:



What Makes Our Courses Unique?



INTERACTIVE & TEAM-BASED LEARNING

The Elevate Leadership Certificate Program features curriculum that appeals to multiple senses and dynamically engages participants.



EXECUTIVE-LEVEL GUEST SPEAKERS

Engage executive guest speakers in an intimate setting and directly apply classroom learnings to their experiences.



RESEARCH-BASED CURRICULUM

Practical research and input from executives drive the credibility and effectiveness of our curricula.



LEARN & EARN A UNIVERSITY OF CALIFORNIA CERTIFICATE

Earn a university-based certificate from The Rady School of Management, UC San Diego.

The Augmented Leader Certificate Series

Certificate Requirements: 4 Short Courses, 1.5 days per course (6 days total)
Complete all four courses to earn the Augmented Leader Certificate.

Units & Tuition: Each course offers 0.9 CEUs, for a total of 3.6 CEUs.
Tuition is \$1,200 for each course. **Eligible for Tuition Assistance & Deferment.**
Registration remains open through course start date.

Early Bird: Enroll by February 10 and your registration will include a seat at the Elevate Forum on June 2 & 3, 2016 in San Diego, CA. The Elevate Forum allows you to engage executives from major *Fortune 500*-level companies. Additional info to follow. After February 10, regular registration is still open.

Location: Northrop Grumman, Building 405, Conference Rm 160
3520 E Avenue M, Palmdale, CA 93550

Enroll now. It's easy.

1. Reserve your seat at rady.kintera.org/PD-augmentedleader.
2. Register with your organization's Tuition Assistance program.
3. OPTIONAL: Complete your Tuition Deferment form at rady.ucsd.edu/docs/exec/PD-deferred-payment-policy.pdf

Register Online: rady.kintera.org/PD-augmentedleader
For more information, visit: rady.ucsd.edu/exec/elevate/



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Networking, Influence & Strategic Relationships: Yes, It Is About Who You Know

Description of Short Course

The *Networking, Influence & Strategic Relationships* course elevates your ability to strengthen your relationships with other professionals in mutually beneficial ways. Based on research and presented in practical, interactive ways, this lively course focuses on helping you to boost your networking skills and social capital. These relationships prove critical in driving performance and results — or simply making the workplace the best culture and environment for you and your colleagues. Course topics include:

- The Science of First Impressions That Last & Influence Others
- Networking Development, Building Strategic Relationships & Social Capital
- Organizational Politics: An Introduction to Dealing with Them Ethically

Course Dates:

March 10, 4pm-7:30pm
March 11, 8am-3pm

Course Number: LEAD301 (0.9 CEUs)

Instructor: Jeanette K. Winters, Ph.D.

Tuition: \$1,200 *Eligible for Tuition Assistance*

Location: Northrop Grumman, Bldg 405, Conf Rm 160
3520 E Avenue M, Palmdale, CA 93550



Impactful Verbal Communication: Power Words for Powerful Communication

Description of Short Course

What's a word worth? The worldwide advertising and branding industry alone spends \$445 billion. A diplomat can spark wars or proliferate prosperity with just a few words. Cyber-bullying can kill, while motivational words can heal. Words truly influence others emotionally and logically. They provide the backbone for effecting profound results. The *Impactful Verbal Communication* course elevates your ability to effectively use words to motivate and empower, increase collaboration and productivity, as well as develop talented managers and leaders. Course topics include:

- Wield Words in Productive Ways
- Increase Synergies with Others Through Words
- Build Confidence & Influence Others

Course Dates:

April 21, 4pm-7:30pm
April 22, 8am-3pm

Course Number: LEAD302 (0.9 CEUs)

Instructor: Johanna Hollowich

Tuition: \$1,200 *Eligible for Tuition Assistance*

Location: Northrop Grumman, Bldg 405, Conf Rm 160
3520 E Avenue M, Palmdale, CA 93550

Register Online: rady.kintera.org/PD-augmentedleader

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Optimal Persuasion: Science, Tactics & Tools to Align Goals

Description of Short Course

Persuasion entails convincing others of a viewpoint—this class, however, advances beyond, as it emphasizes *Optimal Persuasion (OPs)*. You achieve *OPs* when others align—and believe in—goals common to your own. This synergy generates momentum greater than the sum of its parts. This course focuses on how to optimize your persuasion skills in a collaborative, rather than manipulative, fashion, which leads to long-term results and relationship-building. Course topics include:

- Assess, Align & Augment Audiences toward Action
- Sway Others in a Methodical Manner
- Leverage a Powerful & Practical Persuasion Tool Kit
- Employ Ethical, Yet Effective Relationship-Building Strategies

Course Dates:

May 5, 4pm-7:30pm

May 6, 8am-3pm

Course Number: LEAD411 (0.9 CEUs)

Instructor: Vu H. Pham, Ph.D.

Tuition: \$1,200 *Eligible for Tuition Assistance*

Location: Northrop Grumman, Bldg 405, Conf Rm 160
3520 E Avenue M, Palmdale, CA 93550



Charisma & Context: Leverage Your Surroundings, Personal Brand & Presence

Description of Short Course

Charisma encompasses appeal and magnetic attraction that leaders and influencers exhibit. Context consists of the environment and factors surrounding an event. Leverage this duo and you have a potent combination called Presence, which entails projecting those qualities to broaden an individual's persona. Presence leads to influence, reputation through personal branding and the ability to utilize appropriate categories of power for corresponding situations. This course helps you boost your charisma and wield your context for optimal success. Course topics include:

- Leverage the Multiple Power Types
- Understand Your Context & Environment
- Use Emotions in Negotiation & Motivation
- The Brand Builder: Personal Branding & Marketing

Course Dates:

May 19, 4pm-7:30pm

May 20, 8am-3pm

Course Number: LEAD307 (0.9 CEUs)

Instructor: Joan M. Clark

Tuition: \$1,200 *Eligible for Tuition Assistance*

Location: Northrop Grumman, Bldg 405, Conf Rm 160
3520 E Avenue M, Palmdale, CA 93550

Register Online: rady.kintera.org/PD-augmentedleader

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ELEVATE FORUM

June 2 & 3, 2016 in San Diego, CA

The Elevate Forum showcases senior executives from major *Fortune 500*-level organizations who will deliver 3-minute leadership lightning talks — this provides condensed and practical advice. Our signature leadership event is co-hosted by UC San Diego, CSU Fullerton, UC Riverside and Spectrum Knowledge. Join us for this dynamic invitation-only, cross-industry event.

Past Speakers

- **Barbara Arneklev-Krol** | Vice President of Human Resources, Tilly's
- **Roy Azevedo** | Vice President, Advanced Concepts & Technology, Space & Airborne Systems, Raytheon Company
- **Young J. Bang** | Vice President, Booz Allen Hamilton
- **Dave Barthmuss** | Group Manager, Communications (West), General Motors Company
- **Ken Baruth** | Vice President Risk, Dealer Credit & IT Security, and Chief Risk Officer, Toyota Financial Services Corporation
- **John Basile** | Vice President, Diversity & Inclusion, Fidelity Investments
- **Susan L. Beat** | Senior Vice President, Union Bank
- **Shaun Beaudette** | Director, Business Management, Information Technology, Raytheon Space & Airborne Systems
- **Brad Bennett** | Executive Vice President, Enforcement, FINRA – Financial Industry Regulatory Authority
- **Ondra L. Berry** | Vice-President of Diversity and Inclusion for Corporate Diversity and Community Engagement, MGM Resorts International
- **Emanuel Brady Jr.** | Vice President of IT & CIO, Space & Airborne Systems, Raytheon
- **Cary Burch** | SVP Global Innovation, Thomson Reuters
- **Michael Burkeen** | HR Director, Organizational Effectiveness, ConAgra Foods
- **Shawn Burklin** | Regional Vice President, San Diego, GEICO
- **Lisa Cagnolatti** | Vice President, Business Customer Division, Southern California Edison
- **Anthony P. Carter** | Vice President, Diversity & Inclusion, Johnson & Johnson
- **Jessica Choi** | Associate Vice President, Talent Acquisition & Diversity, Penn Mutual
- **Joan M. Clark** | Area Vice President, Human Resources, Parker Hannifin
- **James Colon** | Vice President, African American Business Strategy, North America, Toyota Motor Sales, U.S.A., Inc.
- **Christopher Cool** | Sector Vice President, Affordability, Aerospace Systems, Northrop Grumman
- **Mark Czaja** | Group Vice President, Technology & Innovation, Parker Aerospace
- **Ralph de Chabert** | Senior Vice President, Chief Diversity Officer, Brown-Forman Corp.
- **Monica Davy** | Executive Director, Office Equity, Diversity & Inclusion, Internal Revenue Service
- **Arthur M. delaCruz** | Senior Director, Business & Advanced Systems Development, Aerospace Systems, Northrop Grumman Corporation
- **Michelle DiTondo** | Senior Vice President, Human Resources, MGM Resorts International
- **Khoa D. Do** | Partner, Jones Day
- **Barry Draskovich** | Group Director, Program Management, Parker Aerospace
- **Susana Escalante** | Director, Diversity & Inclusion, Raytheon Space & Airborne Systems (SAS)
- **Sandra Evers-Manly** | Corporate Vice President, Corporate Responsibility & President of Northrop Grumman Foundation, Northrop Grumman
- **Donna Farrugia** | Executive Director, The Creative Group, Robert Half International
- **Gerry Fernandez** | President, The Multicultural Foodservice & Hospitality Alliance (MFHA)
- **Frank Flores** | Vice President, Engineering, Unmanned Systems, Aerospace Systems, Northrop Grumman
- **Gene Fraser** | Vice President, Programs, Quality and Engineering, Northrop Grumman Corporation
- **Mary Ann Fresco** | Senior Executive Service, Office of Management and Budget, National Nuclear Security Administration (NNSA)
- **Scott Furgerson** | Vice President, Gas Operations, Southern California Gas Company and San Diego Gas & Electric
- **Michael E. Geary** | Managing Partner, Penn Mutual Life Insurance Company & President/CEO, Sterling Wealth Strategies
- **Paul Geery** | Vice President, C3 Solutions Business Group, Electronic & Information Solutions, Boeing Defense, Space & Security
- **Sonya Gong-Jent** | Vice President, Operations of Multicultural Business Development, State Farm
- **Andres E. Gonzalez** | Chief Diversity & Inclusion Officer, Baystate Health
- **Genevieve Haldeman** | Vice President of Global Communications, Plantronics
- **Ash Hanson** | Vice President, Diversity & Inclusion, Aramark
- **Lawrence (Larry) J. Harrington** | Vice President, Internal Audit, Raytheon Company
- **Bill He** | Vice President, Global Procurement Strategic Sourcing, Kimberly-Clark
- **Gail Herring** | Communications Coordinator, Diversity & Inclusion, Toyota Motor Sales, U.S.A., Inc.
- **David Hinson** | National Director, United States Minority Business Development Agency
- **Dennis Hirotsu** | Vice President, Corporate Research & Development Innovation Capability, Procter & Gamble

Past Speakers (cont.)

- **Emily Howard, Ph.D.** | Senior Technical Fellow, Human Factors Engineering, Boeing
- **Dewey R. Houck, II** | Vice President and General Manager, Electronic & Information Solutions, Boeing Network & Space Systems
- **Gilbert Ivey** | Chief Administrative Officer, The Metropolitan Water District of Southern California (Ret.)
- **Tisa Jackson** | Vice President, Corporate Diversity & Inclusion, MUFG Union Bank, N.A.
- **J. Michael (Mick) W. Jagers** | Global Hawk UAS Director and Program Manager, Northrop Grumman Aerospace Systems
- **Donna A. Johnson** | Chief Diversity Officer, MasterCard Worldwide
- **Jaе Junkunc** | Vice President, Head of Strategic Risk, MassMutual Financial Group
- **Leonard L. Kaigler** | Vice President–Agency, State Farm Insurance
- **John Kalohn** | Vice President, Testing & Continuing Education, FINRA – Financial Industry Regulatory Authority
- **Daphne Kwok** | Chair, President’s Advisory Commission on Asian Americans & Pacific Islanders
- **Bert Lacher** | Managing Partner & Sr. Director, Strategy & Enterprise Development, Verizon Business Solutions
- **Gary LaMonte** | Vice President, Human Resources & Security, Space & Airborne Systems, Raytheon
- **Jamie Latiano** | Vice President, Human Resources, In-Flight Entertainment & Connectivity, Thales Avionics
- **Harry Q.H. Lee, II** | Vice President, Corporate Contracts, Pricing & Supply Chain, Northrop Grumman (Ret.)
- **Patrick Lee** | Senior Vice President, Customer Service, Innovation & Business Strategy and Chief Environmental Compliance Officer, Southern California Gas Company
- **Dr. Andrea Lewis** | Chief Diversity & Inclusion Officer, BAE Systems, Inc.
- **Wil Lewis** | Diversity & Inclusion Executive, Bank of America/ Merrill Lynch
- **Jan E. Mahone** | Corporate Vice President, Diversity & Inclusion, New York Life Insurance Company
- **Robert Marchman** | Executive Vice President, Legal Section, FINRA – Financial Industry Regulatory Authority
- **Sean Mehranbod** | Regional Vice President, Southwest General Manager, Sam’s Club
- **Sylvester Mendoza, Jr.** | Corporate Director for Strategic Alliances & Global Diversity, Northrop Grumman Corporation
- **Patricia Miller** | Vice President, Human Resources, Southern California Edison
- **Diego Miralles** | Global Head, Janssen Healthcare Innovation, Janssen Pharmaceutical Companies, Johnson & Johnson
- **Kevin L. Mitchell** | Vice President, Manufacturing & El Segundo Site Manager, Northrop Grumman Aerospace Systems
- **Michael Moran** | Vice President, Clinical, Facility & Guest Services, Baystate Health
- **Angela Morris** | Vice President, Manager of External Branding & Sponsorships, Bank of America
- **Kevin Naya** | Director, Development Program Excellence and Lean+/Capturing the Value of Quality, Boeing Engineering, Operations & Technology
- **Peggy Nelson** | Vice President, Engineering & Global Product Development, Northrop Grumman
- **Iesha O'Deneal** | Senior Vice President, Global Diversity & Inclusion Strategy, Consulting & Internal Initiatives Executive, Bank of America
- **Ty Ondatje** | Senior Vice President, Corporate Responsibility & Chief Diversity Officer, Iron Mountain
- **Rosalyn Taylor O’Neale** | Vice President & Chief Diversity Officer, Campbell Soup Company
- **Sharon Orlopp** | Global Chief Diversity Officer & Senior Vice President of Corporate People, Wal-Mart
- **Nimesh Patel** | Executive Director, Diversity & Inclusion, U.S. Department of Homeland Security
- **Audria Pendergrass Lee** | Director, Diversity & WorkLife, FINRA – Financial Industry Regulatory Authority
- **Neddy Perez** | Vice President, Global Diversity & Inclusion, Ingersoll Rand
- **Jim Phillips** | CFO, Mobility Surveillance & Engagement at Defense, Space & Security, Boeing
- **Sandra Quince** | Global Program Manager for Employee Networks, Diversity & Inclusion Organization, Bank of America
- **Michael B. Reding** | Vice President, Sales Support & International Operations, Toyota Motor Sales, U.S.A., Inc.
- **Jonathan Reichental, Ph.D.** | Chief Information Officer, City of Palo Alto
- **Catherine Rice** | Vice President of Contracts, Pricing and Program Business Operations, Northrop Grumman, Aerospace Systems Sector
- **Kelly Schlegel** | Director, Logistics Information Management Systems, The Boeing Company (Ret.)
- **F. Michael Sena** | Deputy Director, Office of Diversity Management & Equal Opportunity, Office of the Under Secretary of Defense (Personnel & Readiness), Department of Defense (DoD)
- **MaryAnn Sena-Edelen** | Director of Guest Experience, MGM Grand Hotel
- **Scott Shane** | Managing Director, Talent Acquisition & Staffing for the Americas, MUFG Union Bank, N.A.
- **Kenneth A. Shaw** | Vice President, Supply Chain Management, Boeing
- **Daniel M. Sibears** | Executive Vice President, Regulatory Operations/Shared Services, FINRA - Financial Industry Regulatory Authority
- **Albert A. Smith** | Vice President of Customer Service, Lexus Division, Toyota Motor Sales U.S.A., Inc.
- **Bruce J. Stewart** | Deputy Director Strategic Initiatives, Training & Compliance, Office of Diversity & Inclusion, U.S. Office of Personnel Management (OPM)
- **Larry Stullich** | Director, Engineering, Communications Division, Northrop Grumman Information Systems
- **Jimmy Thai** | Vice President for Technology, SAIC
- **Geri Thomas** | SVP, Chief Diversity Officer and Georgia Market President, Bank of America
- **Joyce E. Tucker** | Vice President, Global Diversity & Employee Rights, The Boeing Company
- **Valmore Valiquette** | Senior Director – Procurement, Aerospace Systems, Northrop Grumman Corporation
- **Lorie Valle-Yanez** | Vice President, Chief Diversity Officer, MassMutual Financial Group
- **Veronica E. Villalobos** | Director, Office of Diversity & Inclusion, U.S. Office of Personnel Management (OPM)
- **Jeff Walker** | Director of Advanced Meter Project, Southern California Gas Company
- **Mark Welch** | Senior Vice President & Global Chief Diversity & Inclusion Officer, Northern Trust
- **Chelle Wingeleth** | Director, Talent Solutions, Diversity & Inclusion, Southern California Edison
- **Gillian Wright** | Vice President, Customer Services, Southern California Gas Company

We are currently confirming esteemed speakers for 2016!
For more information, contact: info.411@spectrumknowledge.com