

# The Charismatic Leader

Presented by **ELEVATE**



The Rady School of Management, UC San Diego  
Elevate Leadership Accredited Certificate

**MGM, Las Vegas**  
**December 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:

**We are currently confirming esteemed speakers for 2016!**

## Each homework-free course is only 2 days. Enroll today!

Course 1

### Charisma & Context




Leverage Your Surroundings,  
Personal Brand & Presence

**Dec 9, 12pm-7pm**  
**Dec 10, 8am-3pm**  
LEAD307 (1.8 CEUs)

Course 2

### Networking, Influence & Strategic Relationships



Yes, It Is About Who  
You Know

**Jan 6, 12pm-7pm**  
**Jan 7, 8am-3pm**  
LEAD301 (1.8 CEUs)

Register through *Insider Education* for these courses  
For more information, visit: [rady.ucsd.edu/exec/elevate/](http://rady.ucsd.edu/exec/elevate/)



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



A partnership of



# What Makes Our Courses Unique?



## EARN A UNIVERSITY OF CALIFORNIA CERTIFICATE

UC San Diego, an accredited university, will award you a certificate upon completion of the full series.



## CURRENT MEETS CLASSIC

Each year, Elevate unveils a new series that combines current research trends and next practices with time-tested, proven tools.



## COLLECTIVE INTELLIGENCE & WISDOM

Universities generally have one faculty member who designs curriculum. Elevate leverages the collective intelligence and wisdom from a team of faculty to optimize the curriculum—and your learning experience!



## EXECUTIVE GUEST SPEAKERS

To complement Elevate faculty, executive guest speakers from major companies share their insights and experiences that you can apply directly.



## INTERACTIVE LEARNING

Elevate features learning that appeals to multiple senses and dynamically engages participants.



## PURPOSE + PEOPLE = PURPLE

You will gain the “PURPLE” experience, as Elevate boosts your productivity and shifts your perspectives.

## The Charismatic Leader Program

**Requirements:** 2 Short Courses, 2 days per course

**Units & Tuition:** Each course offers 1.8 accredited-university 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.

**Earn:** You will receive a grade, units, and transcript from UC San Diego, an accredited university. Complete all courses in the series and you will earn an accredited-university certificate from The Rady School of Management, UC San Diego.

**Early Bird:** Enroll by November 9, 2016 and your registration will include a seat at the Elevate Forum held on June 1 & 2, 2017 in San Diego. The Elevate Forum allows you to engage executives from major *Fortune 500*-level companies. Additional info to follow. After November 9, regular registration is still open.

**Location:** MGM Resorts University, 840 Grier Drive, Las Vegas, NV 89119 (subject to change)

### Enroll now. It's easy.

1. Register through *Insider Education* for these courses.
2. REQUIRED: Complete the “[Terms & Conditions Agreement](#).”

Register through *Insider Education* for these courses  
For more information, visit: [rady.ucsd.edu/exec/elevate/](http://rady.ucsd.edu/exec/elevate/)



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



A partnership of





## 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:

December 9, 12pm-7pm

December 10, 8am-3pm

**Course Number:** LEAD307 (1.8 CEUs)

**Instructor:** Johanna Hollowich

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

**Location:** MGM Resorts University, 840 Grier Drive,  
Las Vegas, NV 89119 (subject to change)



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

### Description of Short Course

The *Networking, Influence and 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:

January 6, 12pm-7pm

January 7, 8am-3pm

**Course Number:** LEAD301 (1.8 CEUs)

**Instructor:** Vu H. Pham, Ph.D.

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

**Location:** MGM Resorts University, 840 Grier Drive,  
Las Vegas, NV 89119 (subject to change)

Register through *Insider Education* for these courses

For more information, visit: [rady.ucsd.edu/exec/elevate/](http://rady.ucsd.edu/exec/elevate/)



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



A partnership of





June 1 & 2, 2017 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** | VP 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
- **Ken Baruth** | Vice President Risk, Dealer Credit & IT Security, and Chief Risk Officer, Toyota Financial Services Corporation
- **John Basile** | VP, Diversity & Inclusion, Fidelity Investments
- **Susan L. Beat** | Senior Vice President, Union Bank
- **Brad Bennett** | Executive VP, Enforcement, FINRA
- **Ondra L. Berry** | VP of Diversity & Inclusion for Corporate Diversity & Community Engagement, MGM Resorts International
- **Emanuel Brady Jr.** | VP, IT & CIO, Space & Airborne Sys, Raytheon
- **Cary Burch** | SVP Global Innovation, Thomson Reuters
- **Lisa Cagnolatti** | VP, Business Customer Division, SoCal Edison
- **Anthony P. Carter** | VP, Diversity & Inclusion, Johnson & Johnson
- **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** | Grp VP, Technology & Innovation, Parker Aerospace
- **Monica Davy** | Exec Dir, Office Equity, Diversity & Inclusion, IRS
- **Ralph de Chabert** | SVP, Chief Diversity Officer, Brown-Forman
- **Michelle DiTondo** | SVP, Human Resources, MGM Resorts Int'l
- **Sandra Evers-Manly** | Corp VP, Corporate Responsibility & President of Northrop Grumman Foundation, Northrop Grumman
- **Gerry Fernandez** | President, Multicultural Foodservice & Hospitality Alliance (MFHA)
- **Frank Flores** | Vice President, Engineering, Unmanned Systems, Aerospace Systems, Northrop Grumman
- **Gene Fraser** | VP, Programs, Quality & Eng., Northrop Grumman
- **Mary Ann Fresco** | Senior Executive Service, Office of Management & Budget, National Nuclear Security Administration
- **Scott Furgerson** | Vice President, Gas Operations, SoCal 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 Ofc, Baystate Health
- **Genevieve Haldeman** | VP of Global Communications, Plantronics
- **Ash Hanson** | Vice President, Diversity & Inclusion, Aramark
- **Lawrence (Larry) J. Harrington** | VP, Internal Audit, Raytheon
- **Bill He** | VP, Global Procurement Strategic Sourcing, Kimberly-Clark
- **Dennis Hirotsu** | Vice President, Corporate Research & Development Innovation Capability, Procter & Gamble
- **Dewey R. Houck, II** | Vice President and General Manager, Electronic & Information Solutions, Boeing Network & Space Systems
- **Gilbert Ivey** | CAO, Metropolitan Water District of SoCa
- **Tisa Jackson** | VP, Corp D & I, MUFG Union Bank, N.A.
- **Donna A. Johnson** | Chief Diversity Officer, MasterCard Worldwide
- **Jae Junkunc** | VP, Head of Strategic Risk, MassMutual Financial Group
- **Leonard L. Kaigler** | Vice President—Agency, State Farm Insurance
- **John Kalohn** | VP, Testing & Continuing Education, FINRA
- **Gary LaMonte** | VP, HR & Security, Space & Airborne Sys, 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
- **Patrick Lee** | SVP, Customer Service, Innovation & Business Strategy and Chief Environmental Compliance Officer, SoCal Gas Company
- **Dr. Andrea Lewis** | Chief Diversity & Inclusion Officer, BAE Systems
- **Jen E. Mahone** | Corp VP, Diversity & Inclusion, NY Life Insurance
- **Robert Marchman** | Exec VP, Legal Section, FINRA
- **Patricia Miller** | VP, Human Resources, Southern California Edison
- **Kevin L. Mitchell** | Vice President, Manufacturing & El Segundo Site Manager, Northrop Grumman Aerospace Systems
- **Michael Moran** | VP, Clinical, Facility & Guest Serv, Baystate Health
- **Angela Morris** | VP, Mgr of External Branding & Sponsorships, B of A
- **Peggy Nelson** | VP, Eng & Global Prod Dev, Northrop Grumman
- **Iesha O'Deneal** | Senior Vice President, Global Diversity & Inclusion Strategy, Consulting & Internal Initiatives Executive, B of A
- **Ty Ondatje** | SVP, Corp Resp & Chief Diversity Officer, Iron Mountain
- **Rosalyn Taylor O'Neale** | VP & Chief Diversity Ofc, Campbell Soup
- **Sharon Orlopp** | Global Chief Diversity Officer & Senior Vice President of Corporate People, Walmart
- **Neddy Perez** | VP, Global Diversity & Inclusion, Ingersoll Rand
- **Jim Phillips** | CFO, Mobility Surveillance & Engagement at Defense, Space & Security, Boeing
- **Michael B. Reding** | Vice President, Sales Support & International Operations, Toyota Motor Sales, U.S.A., Inc.
- **Jonathan Reichental, Ph.D.** | CIO, City of Palo Alto
- **Catherine Rice** | Vice President of Contracts, Pricing & Program Business Operations, Northrop Grumman, Aerospace Systems
- **MaryAnn Sena-Edelen** | Dir of Guest Experience, MGM Grand Hotel
- **Kenneth A. Shaw** | VP, Supply Chain Management, Boeing
- **Daniel M. Sibears** | Executive VP, 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.
- **Jimmy Thai** | Vice President for Technology, SAIC
- **Geri Thomas** | Senior Vice President, Chief Diversity Officer and Georgia Market President, B of A
- **Joyce E. Tucker** | VP, Global Diversity & Employee Rights, Boeing
- **Lorie Valle-Yanez** | VP, Chief Diversity Ofc, MassMutual Financial Grp
- **Mark Welch** | SVP & Global Chief D & I Officer, Northern Trust
- **Gillian Wright** | VP, Customer Services, SoCal Gas Company

*\*Speakers' titles reflect role at the time of speaking*

For more information, contact: [info.411@spectrumknowledge.com](mailto:info.411@spectrumknowledge.com)