University of California Leadership Certificate at Boeing in Mesa, AZ in March 2015

*Eligible through the Total Access – Learning Together Program

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 – to influence others. Ultimately, these actions build relationships that improve collaboration and productivity in any organization. In this series, you will:

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

Distinguished Executive Guest Speakers include:

We’re currently in the process of confirming esteemed speakers for 2015!

The Augmented Leader Certificate consists of 3 homework-free short courses that are only 2 days each. Enroll today!

**COURSE 1**
Networking, Influence & Strategic Relationships:

**Yes, It Is About Who You Know**

March 6 from 12pm-7pm
March 7 from 8am-3pm

**COURSE 2**
Context & Charisma:

Engage Others & Leverage Surroundings

April 17 from 12pm-7pm
April 18 from 8am-3pm

**COURSE 3**
Impactful Verbal Communication:

Power Words for Powerful Communication

May 15 from 12pm-7pm
May 16 from 8am-3pm

Enroll now. It’s easy.

1. Email Nancy Peritz at nperitz@ucsd.edu with your info: Name, Title, Company, Address, Phone, and Course(s) you want to enroll in. Use the Subject Line, “Spring 2015: Boeing Mesa, Augmented Leader.”
2. Register with your organization’s Tuition Assistance program
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.

**Research-Based Curriculum**
Practical research and input from executives drive the credibility and effectiveness of our curricula.

**Executive-Level Guest Speakers**
Engage executive guest speakers in an intimate setting and directly apply classroom learnings to their experiences.

**Learn & Earn a University of California Certificate**
Earn a university-based certificate from the University of California, San Diego Rady School of Management.

**Minimum Investment, Maximum Return**
Geared toward individual contributors to second-line managers looking for a *condensed, homework-free* opportunity for development.

**Eligible for Tuition Assistance**
This program is eligible for tuition assistance in most cases, so check with your organization as they may likely cover the program tuition.

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The Augmented Leader Certificate Series consists of:

**Certificate Requirements:** 3 Short Courses, 2 days per course (6 total days of classes)

**Units & Tuition:** Each course offers 1.2 CEUs, for a total of 3.6 CEUs.
Tuition is $1,600 for each course. Registration remains open through course start date. Eligible through the Total Access – Learning Together Program

**Early Bird:** Enroll by February 6, 2015 and your registration will include a seat at the *Elevate Forum* held on June 5, 2015 in San Diego, CA. The *Elevate Forum* allows you to engage over 50 Executives from major Fortune 500-level companies. Additional info to follow. After February 6, regular registration is still open.

**Location:** Boeing, 5000 East McDowell Road, Mesa, AZ 85215, Building 543.2, Room 263

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

*Eligible through the Total Access – Learning Together Program*
ELEVATE Your Career in Under 14 Hours!

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

SHORT COURSE DESCRIPTION

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

[The course] shares powerful insights in the areas of networking and influence that are extremely valuable not only in the corporate world, but in everyday life.

- Chris Marquez, Northrop Grumman

SHORT COURSE DATES:
March 6 from 12pm-7pm
March 7 from 8am-3pm

COURSE NUMBER: LEAD301
INSTRUCTORS: Vu H. Pham, Ph.D.
TUITION: $1,600 Eligible for Tuition Assistance*
LOCATION: Boeing, 5000 East McDowell Road, Mesa, AZ 85215, Building 543.2, Room 263

For assistance, contact:
Nancy Peritz at nperitz@ucsd.edu or (858) 822-7414
*Eligible through the Total Access – Learning Together Program

Context & Charisma:
Engage Others & Leverage Surroundings

SHORT COURSE DESCRIPTION

Charisma encompasses appeal and magnetic attraction that leaders and influencers exhibit. Presence entails projecting those qualities to broaden an individual’s persona. Combine the two and you have a potent combination. Since charisma holds broad meaning, this module tackles charisma in terms of how it generates and wields power. Power means much more than authority, as individuals can leverage all different types of power as a toolkit of resources. Presence allows individuals to make their newly boosted charisma shine through. Course topics include:

- Power Types & How to Use Them
- Understanding Your Context & Environment
- Using Emotions in Negotiation & Motivation
- The Brand Builder: Personal Branding & Marketing

A practical hands-on course. What you learn can be applied immediately in your personal (and professional) life.

- Dr. Asad M. Madni, Crocker Capital

SHORT COURSE DATES:
April 17 from 12pm-7pm
April 18 from 8am-3pm

COURSE NUMBER: LEAD307
INSTRUCTORS: BeNeca Griffin
TUITION: $1,600 Eligible for Tuition Assistance*
LOCATION: Boeing, 5000 East McDowell Road, Mesa, AZ 85215, Building 543.2, Room 263

Rady UC San Diego
School of Management
ELEVATE Your Career in Under 14 Hours!

Impactful Verbal Communication:
Power Words for Powerful Communication

SHORT COURSE DESCRIPTION
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

Impactful Verbal Communication

I no longer see networking as augmenting a successful career. It’s a requirement – it drives a successful career at all levels, from entry-level workers to CEOs.

- Eric Carr, Central Intelligence Agency

SHORT COURSE DATES:
- May 15 from 12pm-7pm
- May 16 from 8am-3pm

COURSE NUMBER: LEAD302
INSTRUCTORS: Johanna Hollowich
TUITION: $1,600 *Eligible for Tuition Assistance*
LOCATION: Boeing, 5000 East McDowell Road, Mesa, AZ 85215, Building 543.2, Room 263

Boeing Registration Process

**Early Bird:** Enroll by February 6, 2015 and your registration will include a seat at the **Elevate Forum** held on June 5, 2015 in San Diego, CA. The **Elevate Forum** allows you to engage over 50 Executives from major Fortune 500-level companies. Additional info to follow. After February 6, regular registration is still open.

You must follow all steps to be enrolled in your desired courses:
1. Reserve your seat by emailing Nancy Peritz at nperitz@ucsd.edu with the following information.
   **Note:** To be officially enrolled, you must meet eligibility requirements and submit a voucher through the Total Access – Learning Together Program (LTP). See next steps:
   a. Name
e. Phone
b. Title
f. Email
c. Company
g. Course(s) you want to enroll in
d. Address
h. Use the Subject Line: **Spring 2015: Boeing Mesa, Augmented Leader**
2. To enroll, go to Total Access – Learning Together Program (LTP).
3. After approval is received, send your LTP Voucher to Nancy Peritz.
4. After your LTP Voucher is received, you will receive confirmation of enrollment for the course(s).
5. Upon completion of each course, submit your grades through LTP in a timely manner.

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

*Eligible through the Total Access – Learning Together Program*
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 University of California–San Diego, California State University–Fullerton, University of California–Riverside and Spectrum Knowledge. Join us for this dynamic invitation-only, cross-industry event.

**Strategize:**
**Shaping the Future of Leadership**
**June 5, 2015 in San Diego, CA**

**Past Speakers**

- **Roy Azevedo** | Vice President, Advanced Concepts & Technology, Space & Airborne Systems, Raytheon Company
- **Ken Baruth** | Vice President Risk, Dealer Credit & IT Security, and Chief Risk Officer, Toyota Financial Services Corporation
- **Susan L. Beat** | Senior Vice President, Union Bank
- **Emanuel Brady** | Vice President of IT & CIO, Space & Airborne Systems, Raytheon
- **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
- **Mark Czaja** | Group Vice President, Technology & Innovation, Parker Aerospace
- **Mary Ann Fresco** | Senior Executive Service, Office of Diversity & Inclusion, Office of Personnel Management (OPM)
- **Scott Furgerson** | Vice President, Gas Operations, Southern California Gas Company (SoCalGas) and San Diego Gas & Electric (SDG&E), Sempra Energy’s California Regulated Utilities
- **Paul Geery** | Vice President, C3 Solutions Business Group, Electronic & Information Solutions, Boeing Defense, Space & Security
- **Larry Harrington** | Vice President, Internal Audit, Raytheon
- **Leonard L. Kaigler** | Vice President–Agency, State Farm Insurance
- **Gary LaMonte** | Vice President, Human Resources & Security, Space & Airborne Systems, Raytheon
- **Audria Pendergrass Lee** | Director Diversity & WorkLife, FINRA - Financial Industry Regulatory Authority
- **Harry Q.H. Lee, II** | Vice President, Corporate Contracts, Pricing & Supply Chain, Northrop Grumman
- **Patrick Lee** | Senior Vice President, Customer Service, Innovation & Business Strategy, Southern California Gas Company
- **Patricia Miller** | Vice President, Human Resources, Southern California Edison
- **Diego Miralles** | Global Head of Janssen Healthcare Innovation, Janssen Pharmaceutical Companies, Johnson & Johnson
- **Kevin Mitchell** | Vice President, Manufacturing & El Segundo Site Manager, Northrop Grumman Aerospace Systems
- **Michael Moran** | Vice President, Clinical, Facility & Guest Services, Bayside Health
- **Kevin Naya** | Director, Development Program Excellence and Lean+/Capturing the Value of Quality, Boeing Engineering, Operations & Technology
- **Catherine Rice** | Vice President of Contracts, Pricing & Program Business Operations, Northrop Grumman, Aerospace Systems
- **Kelly Schlegel** | Program Manager, Family of the Advanced Line of Sight Terminals, Boeing
- **Scott Shane** | Senior Vice President Talent Acquisition and Diversity & Inclusion, Union Bank
- **Daniel M. Sibears** | 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.
- **Valmore Valliquette** | Senior Director – Procurement, Aerospace Systems, Northrop Grumman Corporation
- **Veronica Villalobos** | Director, Office of Diversity & Inclusion, Office of Personnel Management (OPM)
- **Jeff Walker** | Director of Advanced Meter Project, Southern California Gas Company
- **Gillian Wright** | Vice President, Customer Services, Southern California Gas Company

We’re currently in the process of confirming esteemed speakers for 2015!


For more information, contact:
Roxanne Johnson, rjohnson@spectrumknowledge.com or (562) 204-6676