The Strategic Leader

University of California Leadership Certificate at Boeing, Kent in March 2015

*Eligible through the Total Access – Learning Together Program

Leaders in organizations often discuss the need for their teams to develop strategic-thinking skills—this runs true for both individual contributors and managers. Similarly, team members often express challenges in fully learning the seemingly invisible and intangible organizational culture, office dynamics and politics necessary to advance and prove effective. This short-course certificate program helps you integrate both strategic thinking and organizational savvy through interactive and practical learning. You will:

• **Boost** performance through strategic thinking
• **Make** decision-making more strategic and effective
• **Gain** practical tools to augment team collaboration
• **Decipher** organizational politics

Distinguished Executive Guest Speakers include:

Jim Phillips | Director of FP&A, Investor Relations and Financial Operations, Boeing

We are currently in the process of confirming additional esteemed speakers for 2015!

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

**COURSE 1**

Navigate:

Understand Organizational Dynamics, Build Leverage & Exercise Ethics

March 20 from 12pm-7pm
March 21 from 8am-3pm

**COURSE 2**

The Strategic View:

The Science & Methods of Strategic Thinking for Individuals

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

**COURSE 3**

Thrive:

Effective Decision-Making Strategies for the Information-Inundated Professional

May 29 from 12pm-7pm
May 30 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 Kent, Strategic 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 towards professionals ranging from individual contributors to second-line managers looking for a condensed, homework-free opportunity for professional 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.

The Strategic 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 20, 2015 and your registration will include a seat at the Elevate Forum on June 5, 2015 in San Diego. The Elevate Forum allows you to engage over 50 Executives from major fortune 500-level companies. Additional info to follow. After February 20, regular registration is still open.

Location: Boeing, 20403 68th Avenue South, Kent, WA 98032 in Building: 18-26, Conf Rm 18-26.1, 11B7

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2. Register with your organization’s Tuition Assistance program.

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

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ELEVATE Your Career in Under 12 Hours!

Navigate:
Understand Organizational Dynamics, Build Leverage & Exercise Ethics

SHORT COURSE DESCRIPTION
The Navigate course elevates your ability to master organizational dynamics and create a desirable workplace. This course teaches the “invisible” and “intangible” world of workplace politics and how to build leverage and allies. Participants will learn how to identify key political “rules” and tools for building social capital within an organization, while avoiding the pitfalls of dirty politics. In fact, it encourages ethical behavior that can create beneficial outcomes for everyone. Course topics include:
• Build Your Political IQ, Balance Professional Ethics
• Politics & Leverage: The Tactical & Practical
• Craft Your Political Strategy

“The instructor was knowledgeable and passionate about the material. He was able to facilitate stimulating class discussion as a whole group and small groups. It was valuable to see and understand what I’ve been doing and what I can improve.”
—Elevate Alumnus

SHORT COURSE DATES:
March 20 from 12pm-7pm
March 21 from 8am-3pm

COURSE NUMBER: LEAD404 (1.2 CEUs)
INSTRUCTOR: BeNeca Griffin
TUITION: $1,600 Eligible for Tuition Assistance*
LOCATION: Boeing, Bldg 18-26, Conf Rm 18-26.1, 11B7
20403 68th Ave. South, Kent, WA 98032

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

The Strategic View:
The Science & Methods of Strategic Thinking for Individuals

SHORT COURSE DESCRIPTION
The Strategic View course elevates your ability to think and act strategically – this type of thinking will guide you to define an ideal future state and adapt in virtually any context. This course emphasizes how to develop a more strategic mind through key frameworks and step-by-step methods. The Strategic View focuses on crafting novel, visionary approaches to seize opportunities, manage risks simultaneously, align with the organization’s goals and challenge rigid mind blocks. Course topics include:
• Strategic Thinking Illuminated: Key Components
• The Strategic Cornucopia: Multiple Strategy Models
• Position Your Own Meta-Strategic Framework
• Apply & Test Strategic Scenarios
• Systems & Process Mapping to Solve Challenges

“I really liked the early presentation of the framework into which the tools fit – helped me progress through the tools and understand how one built on another.”
—Elevate Alumnus

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

COURSE NUMBER: LEAD403 (1.2 CEUs)
INSTRUCTOR: Christine Itano-Cosner
TUITION: $1,600 Eligible for Tuition Assistance*
LOCATION: Boeing, Bldg 18-26, Conf Rm 18-26.1, 11B7
20403 68th Ave. South, Kent, WA 98032
ELEVATE Your Career in Under 12 Hours!

Thrive:
Effective Decision-Making Strategies for the Information-Inundated Professional

SHORT COURSE DESCRIPTION
The *Thrive* course elevates your ability to grow while multiplying your strategic toolkit. As a complementary follow-on to *The Strategic View* course, this course teaches participants multiple decision-making strategic models that prove simple, yet effective. Think. Plan. Act. These three core steps of strategic thinking culminate in *Thrive*. These models follow a quadrant-based system of strategic decision-making, equipping professionals with the necessary tools that will systematize, clarify and simplify how we make decisions. Course topics include:

- Self-Awareness: The Flow, The Johari Window & The Making-Of
- Self-Development: The Project Portfolio, The Eisenhower & The Rubber Band
- Understand Others: Double Loop Learning & The Black Swan
- Develop Others: Situational Leadership & The 6 Hats

“Very interesting topics that seem like common sense but presented in a way that brings new perspective to ideas we should be thinking about more.”

— Elevate Alumnus

SHORT COURSE DATES:
May 29 from 12pm-7pm
May 30 from 8am-3pm

COURSE NUMBER: LEAD405 (1.2 CEUs)
INSTRUCTOR: Vu H. Pham, Ph.D.
TUITION: $1,600 Eligible for Tuition Assistance*
LOCATION: Boeing, Bldg 18-26, Conf Rm 18-26.1, 11B7
20403 68th Ave. South, Kent, WA 98032

Boeing Registration Process

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  
   b. Title  
   c. Company  
   d. Address  
   e. Phone  
   f. Email  
   g. Course(s) you want to enroll in  
   h. Use the Subject Line: Spring 2015: Boeing Kent, Strategic 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.

Past Speakers

- Roy Azevedo | Vice President, Advanced Concepts & Technology, Space & Airborne Systems, Raytheon Company
- Ken Baruth | Vice President Risk, Dealer Credit & IT Security, & 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
- Arthur M. delaCruz | Senior Director, Business & Advanced Systems Development, Aerospace Systems, Northrop Grumman Corporation
- Scott Furgerson | Vice President, Gas Operations, Southern California Gas Company (SoCalGas) and San Diego Gas & Electric (SDG&E)
- Paul Geery | Vice President, C3 Solutions Business Group, Electronic & Information Solutions, Boeing Defense, Space & Security
- Larry Harrington | Vice President, Internal Audit, Raytheon
- Emily Howard | Senior Technical Fellow, Human Factors Engineering, Boeing
- 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 Corporation
- Patrick Lee | Senior Vice President, Customer Service, Innovation & Business Strategy, Southern California Gas Company
- 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, Baystate 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
- Scott Shane | Senior Vice President Talent Acquisition and Diversity & Inclusion, Union Bank
- MaryAnn Sena-Edelen | Director of Guest Experience, MGM Grand Hotel
- 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 Valiquette | 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