Eligible for Tuition Assistance & Deferment

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

The Strategic Leader Certificate consists of 4 homework-free short courses that are only 1.5 days. Enroll today!

**Distinguished Executive Guest Speakers include:**

- **Gilbert F. Ivey** | Assistant General Manager / Chief Administrative Officer, The Metropolitan Water District of Southern California
- **Patrick Lee** | Senior Vice President, Customer Service, Innovation, & Business Strategy, Southern California Gas Company
- **Diane Pitman** | Manager, Human Resources Services, The Metropolitan Water District of Southern California
- **Gillian Wright** | Vice President, Customer Services, Southern California Gas Company

**The Strategic Leader Certificate**

- **COURSE 1**
  - **Navigate:**
  - Understand Organizational Dynamics, Build Leverage & Exercise Ethics
  - March 26 from 5pm-8:30pm
  - March 27 from 9am-4pm

- **COURSE 2**
  - **Success Under Stress:**
  - Focusing on Energy & Productivity
  - April 9 from 5pm-8:30pm
  - April 10 from 9am-4pm

- **COURSE 3**
  - **The Strategic View:**
  - The Science & Methods of Strategic Thinking for Individuals
  - April 23 from 5pm-8:30pm
  - April 24 from 9am-4pm

- **COURSE 4**
  - **Thrive:**
  - Effective Decision-Making Strategies for the Information-Inundated Professional
  - May 7 from 5pm-8:30pm
  - May 8 from 9am-4pm

**Enroll now. It’s easy.**

1. Reserve your seat at [http://rady.kintera.org/LA-strategicleader](http://rady.kintera.org/LA-strategicleader)
3. 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 consists of:

**Certificate Requirements:** 4 Short Courses, 1.5 days per course (1 evening & 1 day)

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

*Eligible for Tuition Assistance & Deferment*

**Early Bird:** Enroll by February 26 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 26, regular registration is still open.

**Location:** Metropolitan Water District of Southern California (MWD) in Los Angeles
700 N. Alameda Street, Los Angeles, CA 90012 in Room US.02.450

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3. Register with your organization’s Tuition Assistance program

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

*Eligible for Tuition Assistance & Deferment at most organizations*
REGISTER ONLINE:
http://rady.kintera.org/LA-strategicleader

“Outstanding course presentation. New ideas introduced to us.”
– Elevate Alumnus

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

*Eligible for Tuition Assistance & Deferment at most organizations
**ELEVATE Your Career in Under 12 Hours!**

**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

**SHORT COURSE DATES:**
April 23, 2015 from 5pm-8:30pm  
April 24, 2015 from 9am-4pm

**COURSE NUMBER:** LEAD403 (0.9CEUs)  
**INSTRUCTOR:** Vu Pham, Ph.D.  
**TUITION:** $1,200 Eligible for Tuition Assistance*  
**LOCATION:** Metropolitan Water District, Rm US.02.450  
700 N. Alameda St., Los Angeles, CA 90012

REGISTER ONLINE:  
[http://rady.kintera.org/LA-strategicleader](http://rady.kintera.org/LA-strategicleader)

“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

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**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

**SHORT COURSE DATES:**
May 7, 2015 from 5pm-8:30pm  
May 8, 2015 from 9am-4pm

**COURSE NUMBER:** LEAD405 (0.9CEUs)  
**INSTRUCTOR:** Karen Kramer Horning, Ph.D., SPHR  
**TUITION:** $1,200 Eligible for Tuition Assistance*  
**LOCATION:** Metropolitan Water District, Rm US.02.450  
700 N. Alameda St., Los Angeles, CA 90012

REGISTER ONLINE:  
[http://rady.kintera.org/LA-strategicleader](http://rady.kintera.org/LA-strategicleader)

“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

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

*Eligible for Tuition Assistance & Deferment at most organizations*
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, & 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