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. You will:

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

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**Each homework-free course is only 4 evenings. Enroll today!**

**Course 1:**
**Context & Charisma**

Engage Others & Leverage Surroundings

- **Sept 21, 23, 28 & 30**
- **5pm-8:30pm**

**Course 2:**
**Impactful Verbal Communication**

Power Words for Powerful Communication

- **Oct 19, 21, 26 & 28**
- **5pm-8:30pm**

**Course 3:**
**Networking, Influence & Strategic Relationships**

Yes, It Is About Who You Know

- **Nov 16, 18, 30 & Dec 2**
- **5pm-8:30pm**

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**Distinguished Executive Guest Speakers:**

**Paul Geery** | Vice President, Advanced Network & Space Systems, Phantom Works, Huntington Beach Site Executive

**James E. Renaud** | Director, Huntington Beach Operations, Electronic & Information Solutions, Boeing Network and Space Systems

**Ellen Tarantino** | Sr. Manager - Enterprise SM UR & ETAIB, BDS SM CA Function and Skills Team Captain

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

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

<table>
<thead>
<tr>
<th>Certificate Requirements:</th>
<th>3 short courses, 4 evenings per course (12 evenings total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units &amp; Tuition:</td>
<td>Each course offers 1.2 CEUs, for a total of 3.6 CEUs. Tuition is $1,600 for each course. Eligible through the Total Access – Learning Together Program. Registration remains open through course start date.</td>
</tr>
<tr>
<td>Early Bird:</td>
<td>Enroll by August 21, 2015 and your registration will include a seat at the Elevate Forum held on June 2016 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 August 21, regular registration is still open.</td>
</tr>
<tr>
<td>Location:</td>
<td>The Boeing Company, 5301 Bolsa Ave., Huntington Beach, CA 92647, Room TBA</td>
</tr>
<tr>
<td>Enroll now. It’s easy.</td>
<td>1. Email Nancy Peritz at <a href="mailto:nperitz@ucsd.edu">nperitz@ucsd.edu</a> with your info: Name, Title, Company, Address, Phone, and Course(s) you want to enroll in. Use the Subject Line, “Fall 2015: Boeing HB, Augmented Leader.” 2. Register with your organization’s Total Access – Learning Together Program</td>
</tr>
</tbody>
</table>

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A partnership of UC San Diego School of Management, BLASC, NMA, ELEVATE
Context & Charisma:  
Engage Others & Leverage Surroundings

Description of Short Course
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

Course Dates:
Sept 21, 23, 28 & 30
5pm-8:30pm

Course Number:  LEAD307  (1.2 CEUs)
Instructor: BeNeca Griffin
Tuition: $1,600 Eligible for Tuition Assistance
Location: The Boeing Company, Room TBA
5301 Bolsa Ave., Huntington Beach, CA 92647

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:
Oct 19, 21, 26 & 28
5pm-8:30pm

Course Number:  LEAD302  (1.2 CEUs)
Instructor: Johanna Hollowich
Tuition: $1,600 Eligible for Tuition Assistance
Location: The Boeing Company, Room TBA
5301 Bolsa Ave., Huntington Beach, CA 92647

For more information, visit:  http://rady.ucsd.edu/exec/elevate/

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

A partnership of
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

<table>
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<th>Course Dates:</th>
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<td>5pm-8:30pm</td>
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Course Number: LEAD301 (1.2 CEUs)

Instructor: Vu H. Pham, Ph.D.

Tuition: $1,600 Eligible for Tuition Assistance

Location: The Boeing Company, Room TBA
5301 Bolsa Ave., Huntington Beach, CA 92647

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: Fall 2015: Boeing HB, 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 more information, visit: [http://rady.ucsd.edu/exec/elevate/](http://rady.ucsd.edu/exec/elevate/)

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

ELEVATE A partnership of Rady UC San Diego School of Management BIASC NMA 115 Leadership Development Organization
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**

- **Dave Barthmuss** | Group Manager, Communications (West), General Motors Company
- **Susan L. Beat** | Senior Vice President, Union Bank
- **Shaun Beaudette** | Director, Business Management, Information Technology, Raytheon Space & Airborne Systems
- **Emanuel Brady** | Vice President of IT & CIO, Space & Airborne Systems, Raytheon
- **Michael Burseen** | HR Director, Organizational Effectiveness, ConAgra Foods
- **Daniel (Dan) Carroll** | Senior Manager, Boeing Development Program Excellence, The Boeing Company
- **Jessica Choi** | Assistant Vice President, Talent Acquisition & Diversity, Penn Mutual
- **Arthur M delaCruz** | Senior Director - Business and Advanced Systems Development, Aerospace Systems, Northrop Grumman Corporation
- **Barry Draskovich** | Vice President, Program Management, Parker Aerospace
- **Scott Furgerson** | Vice President, Gas Operations, Southern California Gas Company (SoCalGas) and San Diego Gas & Electric (SDG&E)
- **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
- **Andres E. Gonzalez** | Chief Diversity & Inclusion Officer, Baystate Health
- **Larry Harrington** | Vice President, Internal Audit, Raytheon
- **Gail Herring** | Communications Coordinator, Diversity & Inclusion, Toyota Motor Sales, U.S.A.
- **Dennis Hirotsu** | Vice President, Corporate R&D Innovation Capability, Procter & Gamble
- **Emily Howard, Ph.D.** | Senior Technical Fellow, Human Factors Engineering, Boeing
- **Florentino (Tino) Idosor** | Design & Manufacturing Engineering (DME) Functional Leader & Sr. Manager, Boeing Space & Intelligence Systems
- **Tisa Jackson** | Vice President, Corporate Diversity & Inclusion, MUFG Union Bank, N.A.
- **J. Michael (Mick) W. Jagger** | Vice President and Program Manager, Global Hawk UAS, Northrop Grumman Aerospace Systems
- **Gary LaMonte** | Vice President, Human Resources & Security, Space & Airborne Systems, Raytheon
- **Harry Q.H. Lee, II** | Vice President, Corporate Contracts, Pricing & Supply Chain, Northrop Grumman
- **Wil Lewis** | Diversity & Inclusion Executive, Bank of America/Merrill Lynch
- **Patricia Miller** | Vice President, Human Resources, Southern California Edison
- **Kevin L. Mitchell** | Vice President, Manufacturing & El Segundo Site Manager, Northrop Grumman Aerospace Systems
- **Kevin Naya** | Director, Development Program Excellence and Lean+/Capturing the Value of Quality, Boeing Engineering, Operations & Technology
- **Ty Ondatje** | Senior Vice President, Corporate Responsibility & Chief Diversity Officer, Iron Mountain
- **Audria Pendergrass Lee** | Director, Diversity & WorkLife, FINRA – Financial Industry Regulatory Authority
- **Michael B. Reding** | Vice President, Sales Support & International Operations, Toyota Motor Sales, U.S.A.
- **Kelly Schlegel** | Director, Logistics Information Management Systems, Boeing
- **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.
- **Bruce Stewart** | Deputy Director Strategic Initiatives, Training, & Compliance, Office of Diversity and Inclusion (ODI), Office of Personnel Management (OPM)
- **Larry Stullich** | Director, Engineering, Communications Division, Northrop Grumman Information Systems
- **Valmore Valiquette** | Senior Director – Procurement, Aerospace Systems, Northrop Grumman Corporation
- **Veronica E. Villalobos** | Director, Office of Diversity & Inclusion, U.S. Office of Personnel Management (OPM)
- **Nadine Vogel** | CEO, Founder & President, Springboard Consulting
- **Jeff Walker** | Director of Advanced Meter Project, Southern California Gas Company

We are currently confirming esteemed speakers for 2016!

For more information, contact: Julie Solis at jsolis@spectrumknowledge.com