The Augmented Leader

Presented by ELEVATE

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

Boeing, Kent
September 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. You will:

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

Distinguished Executive Guest Speakers:

Neale J.W. Moss | Business Development, Boeing Defence UK Ltd., and Officer of the British Empire
Will Station | Director of Finance, Chief Financial Officer, P-8 Programs, Boeing

We are currently confirming additional esteemed speakers for 2015!

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

**Course 1: Context & Charisma**
Engage Others & Leverage Surroundings
Sept 18, 12pm-7pm
Sept 19, 8am-3pm

**Course 2: Impactful Verbal Communication**
Power Words for Powerful Communication
Oct 16, 12pm-7pm
Oct 17, 8am-3pm

**Course 3: Networking, Influence & Strategic Relationships**
Yes, It Is About Who You Know
Nov 13, 12pm-7pm
Nov 14, 8am-3pm

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

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

Units & Tuition: 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.

Early Bird: Enroll by August 21, 2015 and your registration will include a seat at the Elevate Forum held in 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.

Location: Boeing, Building 18-26, Conference Rm 18-26.1, 11B7
20403 68th Ave. South, Kent, WA 98032

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, “Fall 2015: Boeing Kent, Augmented Leader.”
2. Register with your organization’s Total Access - Learning Together Program

For more information, visit: http://rady.ucsd.edu/exec/elevate
For assistance, contact: Nancy Peritz at nperitz@ucsd.edu or (858) 822-7414
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 18, 12pm-7pm
Sept 19, 8am-3pm

Course Number: LEAD307  (1.2 CEUs)
Instructor: Anisa Rashad
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

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 16, 12pm-7pm
Oct 17, 8am-3pm

Course Number: LEAD302  (1.2 CEUs)
Instructor: Johanna Hollowich
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 more information, visit:  http://rady.ucsd.edu/exec/elevate
For assistance, contact: Nancy Peritz at nperitz@ucsd.edu or (858) 822-7414
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:
Nov 13, 12pm-7pm
Nov 14, 8am-3pm

Course Number: LEAD301  (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: Fall 2015: Boeing Kent, 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  
For assistance, contact: Nancy Peritz at nperitz@ucsd.edu or (858) 822-7414
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 Burkey** | 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. Jaggers** | 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-Edele** | 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 Stulich** | 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