The Strategic Leader

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

Boeing, St. Louis
October 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:

We are currently confirming esteemed speakers for 2015!

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

Course 1:
The Strategic View

The Science & Methods of Strategic Thinking for Individuals

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

Course 2:
Thrive

Effective Decision-Making Strategies for the Information-Inundated Professional

Nov 6, 12pm-7pm
Nov 7, 8am-3pm

Course 3:
Navigate

Understand Organizational Dynamics, Build Leverage & Exercise Ethics

Dec 4, 12pm-7pm
Dec 5, 8am-3pm

For more information, visit: 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 Strategic Leader Certificate Series consists of

Certificate Requirements: 3 Short Courses, 1 afternoon and one day 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 September 16, 2015 and your registration will include a seat at the Elevate Forum in June 2016 in San Diego. The Elevate Forum allows you to engage executives from major Fortune 500-level companies. Additional info to follow. After September 16, regular registration is still open.

Location: The Boeing Company – St. Louis, TBD

Enroll now. It’s easy.
1. Reserve your seat by emailing 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 St. Louis, Strategic Leader.”
2. Register with your organization’s Total Access – Learning Together Program.

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Description of Short Course

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

Course Dates:
Oct 16, 12pm-7pm
Oct 17, 8am-3pm
Course Number: LEAD403  (1.2 CEUs)
Instructor: Joan M. Clark
Tuition: $1,600 Eligible for Tuition Assistance
Location: The Boeing Company – St. Louis, TBD

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

Description of Short Course

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

Course Dates:
Nov 6, 12pm-7pm
Nov 7, 8am-3pm
Course Number: LEAD405  (1.2 CEUs)
Instructor: Vu H. Pham, Ph.D.
Tuition: $1,600 Eligible for Tuition Assistance
Location: The Boeing Company – St. Louis, TBD

For more information, visit: http://rady.ucsd.edu/exec/elevate/
For assistance, contact: Nancy Peritz at nperitz@ucsd.edu or (858) 822-7414
Navigate:
Understand Organizational Dynamics, Build Leverage & Exercise Ethics

Description of Short Course
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

Course Dates:
Dec 4, 12pm-7pm
Dec 5, 8am-3pm

Course Number: LEAD404 (1.2 CEUs)
Instructor: Karen Kramer Horning, Ph.D.
Tuition: $1,600 Eligible for Tuition Assistance
Location: The Boeing Company – St. Louis, TBD

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 St. Louis, 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 more information, visit: [http://rady.ucsd.edu/exec/elevate/](http://rady.ucsd.edu/exec/elevate/)
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ELEVATE Rady UC San Diego School of Management
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 Burkeen** | 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 & 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. Jagers** | 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, The Boeing Company
- **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 & Inclusion, U.S. 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