**The Strategic Leader**

University of California Leadership Certificate at Northrop Grumman, Palmdale in October 2014

*Eligible through 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

We are currently in the process of confirming esteemed speakers for 2014!

**Distinguished Executive Guest Speakers include:**

Jane Executive  |  Vice President of …. TBD
John VP Smith, III |  Vice President of… TBD
Alan President  |  Director of Global… TBD
Ellen Generic  |  Senior Director of… TBD

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

**Course 1**
The Strategic View: The Science & Methods of Strategic Thinking for Individuals
- Oct. 23: 5pm-8:30pm
- Oct. 24: 9am-4pm

**Course 2**
Thrive: Effective Decision-Making Strategies for the Information-Inundated Professional
- Nov. 6: 5pm-8:30pm
- Nov. 7: 9am-4pm

**Course 3**
Connect: Building More Effective Workplace Relationships
- Dec. 4: 5pm-8:30pm
- Dec. 5: 9am-4pm

**Course 4**
Navigate: Understand Organizational Dynamics, Build Leverage & Exercise Ethics
- Jan 29: 5pm-8:30pm
- Jan 30: 9am-4pm

Enroll now. It’s easy.

1. Reserve your seat at [http://rady.ucsd.edu/exec/elevate/](http://rady.ucsd.edu/exec/elevate/)
2. OPTIONAL: Complete your Tuition Deferment form at [http://rady.ucsd.edu/docs/exec/NGC-Palmedale-deferred-payment-policy.pdf](http://rady.ucsd.edu/docs/exec/NGC-Palmedale-deferred-payment-policy.pdf)
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 September 27th and your registration will include a seat at the Elevate Forum on December 5, 2014 in Southern California. The Elevate Forum allows you to engage over 50 Executives from major Fortune 500 level companies. Additional info to follow. After September 27th, regular registration is still open.

Location: TBD

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3. Register with your organization’s Tuition Assistance program

For assistance, contact:
Jill Farwell at jrosenow@ucsd.edu or (858) 246-0959

*Eligible for Tuition Assistance & Deferment at most organizations. Contact your organization for details.
**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-Strategy Framework
- Apply & Test Strategic Scenarios
- Systems & Process Mapping to Solve Challenges

**SHORT COURSE DATES:**
October 23, 2014 from 5pm-8:30pm
October 24, 2014 from 9am-4pm

**COURSE NUMBER:** LEAD403 (0.9CEUs)
**INSTRUCTOR:** Vu Pham, Ph.D.
**TUITION:** $1,200 Eligible for Tuition Assistance*
**LOCATION:** TBD

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**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:**
November 6, 2014 from 5pm-8:30pm
November 7, 2014 from 9am-4pm

**COURSE NUMBER:** LEAD405 (0.9CEUs)
**INSTRUCTOR:** BeNeca Griffin
**TUITION:** $1,200 Eligible for Tuition Assistance*
**LOCATION:** TBD

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*For assistance, contact: Jill Farwell at jrosenow@ucsd.edu or (858) 246-0959

*Eligible for Tuition Assistance & Deferment at most organizations. Contact your organization for details.*
**Connect:**
Building More Effective Workplace Relationships

**SHORT COURSE DESCRIPTION**

The Connect course will raise awareness about the importance of healthy relationships in the workplace. Focus will be on the unique characteristics of the four different generations now represented in the workplace, including values, preferences, challenges and the importance of understanding these characteristics in order to work more effectively with all generations. The course will also focus on influencing — ways to get buy-in and support from others in order to achieve more effective outcomes, whether in a formal leadership position or not, and tips for how to become a more effective influencer. Participants will learn about employee engagement; what it is, why it’s important, the benefits of engagement and tools for creating an environment in which commitment, collaboration and inclusion allow everyone to contribute more fully.

Course topics include:
• Why Should We Care About Relationships
• The Multi-Generational Workforce
• The Art of Influencing
• Employee Engagement

**REGISTER ONLINE:**
http://rady.ucsd.edu/exec/elevate/

The program was so inspiring and transformational; it was the perfectly eclectic mix of charismatic instructors, engaging curriculum and sparkling interaction. It has made a profound impression on my personal and professional awareness.

-Jamal Madni, Boeing

**SHORT COURSE DATES:**
December 4, 2014 from 5pm-8:30pm  
December 5, 2014 from 9am-4pm

**COURSE NUMBER:** LEAD404 (0.9CEUs)  
**INSTRUCTOR:** Vu H. Pham, Ph.D.  
**TUITION:** $1,200 Eligible for Tuition Assistance*  
**LOCATION:** TBD

**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

**REGISTER ONLINE:**
http://rady.ucsd.edu/exec/elevate/

I thought the majority of the material was eye-opening. I will benefit professionally and personally by being more self-aware and more cognizant and open-minded of others.

-Karen Mann, Raytheon

**SHORT COURSE DATES:**
January 29, 2015 from 5pm-8:30pm  
January 30, 2015 from 9am-4pm

**COURSE NUMBER:** LEAD409 (0.9CEUs)  
**INSTRUCTOR:** Del Black  
**TUITION:** $1,200 Eligible for Tuition Assistance*  
**LOCATION:** TBD

**For assistance, contact:**
Jill Farwell at jrosenow@ucsd.edu or (858) 246-0959

*Eligible for Tuition Assistance & Deferment at most organizations.
Contact your organization for details.