The Strategic Leader

University of California Leadership Certificate
at Southern California Edison, Irwindale in October 2014

*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

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

**Distinguished Executive Guest Speakers include:**

Jane Executive | Senior Vice President of ....TBD
Ellen Generic | Senior Director of...TBD
Alan President | Director of Global...TBD
John VP Smith, III | Vice President 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. 3: 5:30pm-8:50pm
Oct. 4: 9am-4pm

**COURSE 2**
Thrive:
Effective Decision-Making Strategies for the Information-Inundated Professional
Oct. 31: 5:30pm-8:50pm
Nov. 1: 9am-4pm

**COURSE 3**
Navigate:
Understand Organizational Dynamics, Build Leverage & Exercise Ethics
Nov. 14: 5:30pm-8:50pm
Nov. 15: 9am-4pm

**COURSE 4**
The Strategy Capstone
Dec. 12: 5:30pm-8:50pm
Dec. 13: 9am-4pm

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Contact your organization for details.

REGISTER ONLINE: (insert URL here)
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.

LEARN & EARN A UNIVERSITY OF CALIFORNIA CERTIFICATE
Earn a university-based certificate from the University of California, San Diego Rady School of Management.

RESEARCH-BASED CURRICULUM
Practical research and input from executives drive the credibility and effectiveness of our curricula.

MINIMUM INVESTMENT, MAXIMUM RETURN
Geared towards professionals from individual contributors to second-line managers looking for a condensed, homework-free opportunity for professional development.

EXECUTIVE-LEVEL GUEST SPEAKERS
Engage executive guest speakers in an intimate setting and directly apply classroom learnings to their experiences.

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 August 28th 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 August 28th, regular registration is still open.

Location: Southern California Edison, Energy Education Center - Irwindale
6090 N Irwindale Ave. Suite #E, Irwindale, CA 91702

REGISTER ONLINE: (insert URL here)

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

*Eligible for Tuition Assistance & Deferment at most organizations.
Contact your organization for details.
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:
October 3 from 5:30pm-8:50pm
October 4 from 9am-4pm

COURSE NUMBER: LEAD403 (0.9 CEUs)
INSTRUCTOR: Anisa Rashad
TUITION: $1,200 Eligible for Tuition Assistance*
LOCATION: SCE, Energy Education Center - Irwindale
6090 N Irwindale Ave. Ste #E, Irwindale, CA 91702

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:
October 31 from 5:30pm-8:50pm
November 1 from 9am-4pm

COURSE NUMBER: LEAD405 (0.9 CEUs)
INSTRUCTOR: Vu H. Pham, Ph.D.
TUITION: $1,200 Eligible for Tuition Assistance*
LOCATION: SCE, Energy Education Center - Irwindale
6090 N Irwindale Ave. Ste #E, Irwindale, CA 91702

REGISTER ONLINE:
(insert URL here)

This was an ideal class for…professionals to learn about the aspects of the business environment that you cannot find in an HR manual.
Kiki Lorenz, College Relations Manager, Toyota Motor Sales

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ELEVATE Your Career in Under 12 Hours!

**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

**SHORT COURSE DATES:**
November 14 from 5:30pm-8:50pm
November 15 from 9am-4pm

**COURSE NUMBER:** LEAD404 (0.9 CEUs)

**INSTRUCTOR:** Anisa Rashad

**TUITION:** $1,200
Eligible for Tuition Assistance*

**LOCATION:** SCE, Energy Education Center - Irwindale
6090 N Irwindale Ave. Ste #E, Irwindale, CA  91702

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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, Systems Engineer, Boeing

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**REGISTER ONLINE:**
(insert URL here)

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