

The Augmented LEADER

presented by **ELEVATE**

A leadership certificate series presented by UC San Diego's Rady School of Management

Launching this September in Bellevue, WA

SOLUTION

Course 2

Impactful Verbal Communication

Power Words for Powerful Communication



Course 1

Charisma & Context

Leverage Your Surroundings, Personal Brand & Presence



Course 3

Networking, Influence & Strategic Relationships

Yes, It Is About Who You Know

In addition to our world-class UCSD Elevate faculty as instructors, we are confirming esteemed executive Guest Speakers!

Enroll Now!

Open to Everyone

Eligible for tuition assistance at most organizations.

visit rady.ucsd.edu/programs/executive-education/corporate/elevate/

In Partnership with Boeing Business Resource Groups



A partnership of



Center for Executive Development



UNIVERSITY OF CALIFORNIA



Course 1

CHARISMA & CONTEXT

September 28, 5:00pm—8:50pm

September 29, 8:00am—5:00pm

Leverage Your Surroundings, Personal Brand & Presence

Charisma encompasses appeal and magnetic attraction that leaders and influencers exhibit. *Context* consists of the environment and factors surrounding an event. Leverage this duo and you have a potent combination called *Presence*, which entails projecting those qualities to broaden an individual's persona. Presence leads to influence, reputation through personal branding and the ability to utilize appropriate categories of power for corresponding situations. This course helps you boost your charisma and wield your context for optimal success. Course topics include:

- Leverage the Multiple Power Types
- Understand Your Context & Environment
- Use Emotions in Negotiation & Motivation
- The Brand Builder: Personal Branding & Marketing



Course 2

IMPACTFUL VERBAL COMMUNICATION

October 26, 5:00pm—8:50pm

October 27, 8:00am—5:00pm

Power Words for Powerful Communication

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. 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 3

NETWORKING, INFLUENCE & STRATEGIC RELATIONSHIPS

December 7, 5:00pm—8:50pm

December 8, 8:00am—5:00pm

Yes, It Is About Who You Know

The *Networking, Influence & 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

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Makeup sessions may be arranged for enrolled students who are unable to attend a class. Contact Nancy Peritz at nperitz@ucsd.edu.

What makes our courses

UNIQUE

University of California Certificate

UC San Diego, an accredited university, will award you a certificate upon completion of the full series.

Trademarked Trailblaze Tools

Elevate's signature tools leverage fresh innovative insights into a visual, design-driven format—this aligns with how people learn.

Interactive Learning

Elevate features learning that appeals to multiple senses and dynamically engages participants.

Collective Intelligence & Wisdom

Elevate leverages the collective intelligence and wisdom from a team of faculty to optimize the curriculum—and your learning experience!



How It Works

- **3 Short Courses:** Homework free – 1.5 days per course
- **Units & Tuition Assistance:** Each course offers 1.2 accredited-university CEUs, for a total of 3.6 program CEUs. Tuition is \$1,600 for each course. [Eligible for Tuition Assistance.](#) Registration remains open through course start date.
- **Earn:** You will receive a grade, units and transcript from UC San Diego, an accredited university. Complete all courses in the series and earn an accredited-university certificate from The Rady School of Management, UC San Diego. May meet certification requirements for CEUs with PMI or other professional organizations. Check for eligibility.



SOLUTION



Thank You To Our Partners:



The Boeing Business Resource Groups



Boeing Asian American Professional Association



Boeing Black Employees Association



Boeing Association of Gay, Lesbian, Bi, Transgender Employees & Friends



Boeing Hispanic Employees Network



Boeing American Indian Society



Boeing Employees Ability Awareness Association



Boeing Employees Veterans Association



Boeing Women in Leadership

- The Boeing Company
- Metropolitan Water District of Southern California
- MGM Resorts International
- Northrop Grumman Corporation
- PepsiCo
- The Raytheon Company
- Sony Corporation
- Southern California Edison
- Southern California Gas Company

Open to Everyone

Register Online at: rady.ucsd.edu/programs/executive-education/corporate/elevate/

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

The Augmented Leader

ENROLL NOW!
IT'S EASY!



Charisma & Context

Sep 28, 5:00pm-8:50pm | Sep 29, 8:00am-5:00pm

Embassy Suites, Seattle-Bellevue,
3225 158th Avenue SE, Bellevue, WA 98008

Instructor: Anita Polite-Wilson, Ph.D.

Course Number: LEAD307 (1.2 CEUs)

Tuition: \$1,600



Impactful Verbal Communication

Oct 26, 5:00pm-8:50pm | Oct 27, 8:00am-5:00pm

Embassy Suites, Seattle-Bellevue,
3225 158th Avenue SE, Bellevue, WA 98008

Instructor: Vu H. Pham, Ph.D.

Course Number: LEAD302 (1.2 CEUs)

Tuition: \$1,600



Networking, Influence & Strategic Relationships

Dec 7, 5:00pm-8:50pm | Dec 8, 8:00am-5:00pm

Embassy Suites, Seattle-Bellevue,
3225 158th Avenue SE, Bellevue, WA 98008

Instructor: Rebecca Okamoto

Course Number: LEAD301 (1.2 CEUs)

Tuition: \$1,600

Early Bird Registration

Enroll by August 28, 2018 and your registration will include a seat at the invitation-only Elevate Leadership Forum held on May 30 & May 31, 2019 in San Diego. The Elevate Leadership Forum allows you to engage Executives from major Fortune 500-level companies. Additional info to follow. After August 28, regular course registration is still open.

Registration opens July 1, 2018.

HERE'S HOW:

Reserve your seat at rady.ucsd.edu/programs/executive-education/corporate/elevate/

Makeup sessions may be arranged for enrolled students who are unable to attend a class. Contact Nancy Peritz at nperitz@ucsd.edu.

Register with your organization's Tuition Assistance program.

Complete the Terms and Conditions form at rady.ucsd.edu/docs/exec/Terms-Conditions-Agreement.pdf. Send your completed form to radyexecdev@ucsd.edu.

For assistance, contact: Nancy Peritz

nperitz@ucsd.edu | (858) 822-7414

Register Online: rady.ucsd.edu/programs/executive-education/corporate/elevate/

The **Elevate ERG Summit** features speakers and panel discussion on Business and Employee Resource Groups (ERGs).

The **Elevate Leadership Forum** showcases senior executives from major Fortune 500-level organizations who will deliver condensed and practical advice in 3-minute leadership lightning talks.

Next Event: May 30 & 31, 2019

Note:
Speakers' titles reflect role at the time of speaking.
This is a representative list of past speakers.

Barbara Arneklev-Krol | Vice President of Human Resources, Tilly's
Roy Azevedo | Vice President, Advanced Concepts & Technology, Space & Airborne Systems, Raytheon Company
Young J. Bang | Vice President, Booz Allen Hamilton
Ken Baruth | Vice President Risk, Dealer Credit & IT Security, and Chief Risk Officer, Toyota Financial Services Corporation
John Basile | Vice President, Diversity & Inclusion, Fidelity Investments
Susan L. Beat | Senior Vice President, Union Bank
Shaun Beaudette | Director, Business Management, Information Technology, Raytheon Space & Airborne Systems
Brad Bennett | Executive Vice President, Enforcement, FINRA – Financial Industry Regulatory Authority
Ondra L. Berry | Vice President of Diversity and Inclusion for Corporate Diversity and Community Engagement, MGM Resorts International
Emanuel Brady Jr. | Vice President of IT & CIO, Space & Airborne Systems, Raytheon
Cary Burch | SVP Global Innovation, Thomson Reuters
Michael Burkeen | HR Director, Organizational Effectiveness, ConAgra Foods
Lisa Cagnolatti | Vice President, Business Customer Division, Southern California Edison
Anthony P. Carter | Vice President, Diversity & Inclusion, Johnson & Johnson
Jessica Choi | Associate Vice President, Talent Acquisition & Diversity, Penn Mutual
Joan M. Clark | Area Vice President, Human Resources, Parker Hannifin
James Colon | Vice President, African American Business Strategy, North America, Toyota Motor Sales, U.S.A., Inc.
Christopher Cool | Sector Vice President, Affordability, Aerospace Systems, Northrop Grumman
Mark Czaja | Group Vice President, Technology & Innovation, Parker Aerospace
Ralph de Chabert | Senior Vice President, Chief Diversity Officer, Brown-Forman Corp.
Monica Davy | Executive Director, Office Equity, Diversity & Inclusion, Internal Revenue Service
Arthur M. delaCruz | Senior Director, Business & Advanced Systems Development, Aerospace Systems, Northrop Grumman Corporation
Michelle DiTondo | Senior Vice President, Human Resources, MGM Resorts International
Khoa D. Do | Partner, Jones Day
Barry Draskovich | Group Director, Program Management, Parker Aerospace
Sandra Evers-Manly | Corporate Vice President, Corporate Responsibility & President of Northrop Grumman Foundation, Northrop Grumman
Donna Farrugia | Executive Director, The Creative Group, Robert Half International
Frank Flores | Vice President, Engineering, Unmanned Systems, Aerospace Systems, Northrop Grumman
Gene Fraser | Vice President, Programs, Quality and Engineering, Northrop Grumman Corporation
Mary Ann Fresco | Senior Executive Service, Office of Management and Budget, National Nuclear Security Administration (NNSA)
Scott Furgerson | Vice President, Gas Operations, Southern California Gas Company and San Diego Gas & Electric
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

Sonya Gong-Jent | Vice President, Operations of Multicultural Business Development, State Farm
Andres E. Gonzalez | Chief Diversity & Inclusion Officer, Baystate Health
Genevieve Haldeman | Vice President of Global Communications, Plantronics
Ash Hanson | Vice President, Diversity & Inclusion, Aramark
Lawrence (Larry) J. Harrington | Vice President, Internal Audit, Raytheon Company
Bill He | Vice President, Global Procurement Strategic Sourcing, Kimberly-Clark
David Hinson | National Director, United States Minority Business Development Agency
Dennis Hirotsu | Vice President, Corporate Research & Development Innovation Capability, Procter & Gamble
Dewey R. Houck, II | Vice President and General Manager, Electronic & Information Solutions, Boeing Network & Space Systems
Gilbert Ivey | Chief Administrative Officer, The Metropolitan Water District of Southern California (Ret.)
Tisa Jackson | Vice President, Corporate Diversity & Inclusion, MUFJ Union Bank, N.A.
J. Michael (Mick) W. Jagers | Global Hawk UAS Director and Program Manager, Northrop Grumman Aerospace Systems
Donna A. Johnson | Chief Diversity Officer, MasterCard Worldwide
Jaekunkunc | Vice President, Head of Strategic Risk, MassMutual Financial Group
Leonard L. Kaigler | Vice President-Agency, State Farm Insurance
John Kalohn | Vice President, Testing & Continuing Education, FINRA – Financial Industry Regulatory Authority
Daphne Kwok | Chair, President's Advisory Commission on Asian Americans & Pacific Islanders
Bert Lacher | Managing Partner & Sr. Director, Strategy & Enterprise Development, Verizon Business Solutions
Gary LaMonte | Vice President, Human Resources & Security, Space & Airborne Systems, Raytheon
Jamie Latiano | Vice President, Human Resources, In-Flight Entertainment & Connectivity, Thales Avionics
Harry Q.H. Lee, II | Vice President, Corporate Contracts, Pricing & Supply Chain, Northrop Grumman (Ret.)
Patrick Lee | Senior Vice President, Customer Service, Innovation & Business Strategy and Chief Environmental Compliance Officer, Southern California Gas Company
Dr. Andrea Lewis | Chief Diversity & Inclusion Officer, BAE Systems, Inc.
Wil Lewis | Diversity & Inclusion Executive, Bank of America/Merrill Lynch
Jen E. Mahone | Corporate Vice President, Diversity & Inclusion, New York Life Insurance Company
Robert Marchman | Executive Vice President, Legal Section, FINRA – Financial Industry Regulatory Authority
Sean Mehranbod | Regional Vice President, Southwest General Manager, Sam's Club
Sylvester Mendoza, Jr. | Corporate Director for Strategic Alliances & Global Diversity, Northrop Grumman Corporation
Patricia Miller | Vice President, Human Resources, Southern California Edison
Diego Miralles | Global Head, Janssen Healthcare Innovation, Janssen Pharmaceutical Companies, Johnson & Johnson
Kevin L. Mitchell | Vice President, Manufacturing & El Segundo Site Manager, Northrop Grumman Aerospace Systems
Michael Moran | Vice President, Clinical, Facility & Guest Services, Baystate Health
Angela Morris | Vice President, Manager of External Branding & Sponsorships, Bank of America

Kevin Naya | Director, Development Program Excellence and Lean+/Capturing the Value of Quality, Boeing Engineering, Operations & Technology
Peggy Nelson | Vice President, Engineering & Global Product Development, Northrop Grumman
Iesha O'Deneal | Senior Vice President, Global Diversity & Inclusion Strategy, Consulting & Internal Initiatives Executive, Bank of America
Ty Ondatje | Senior Vice President, Corporate Responsibility & Chief Diversity Officer, Iron Mountain
Rosalyn Taylor O'Neale | Vice President & Chief Diversity Officer, Campbell Soup Company
Sharon Orlopp | Global Chief Diversity Officer & Senior Vice President of Corporate People, Wal-Mart
Nimesh Patel | Executive Director, Diversity & Inclusion, U.S. Department of Homeland Security
Audria Pendergrass Lee | Director, Diversity & WorkLife, FINRA – Financial Industry Regulatory Authority
Neddy Perez | Vice President, Global Diversity & Inclusion, Ingersoll Rand
Jim Phillips | CFO, Mobility Surveillance & Engagement at Defense, Space & Security, Boeing
Sandra Quince | Global Program Manager for Employee Networks, Diversity & Inclusion Organization, Bank of America
Michael B. Reding | Vice President, Sales Support & International Operations, Toyota Motor Sales, U.S.A., Inc.
Jonathan Reichental, Ph.D. | Chief Information Officer, City of Palo Alto
Catherine Rice | Vice President of Contracts, Pricing and Program Business Operations, Northrop Grumman, Aerospace Systems Sector
Kelly Schlegel | Director, Logistics Information Management Systems, The Boeing Company (Ret.)
F. Michael Sena | Deputy Director, Office of Diversity Management & Equal Opportunity, Office of the Under Secretary of Defense (Personnel & Readiness), Department of Defense (DoD)
Scott Shane | Managing Director, Talent Acquisition & Staffing for the Americas, MUFJ Union Bank, N.A.
Kenneth A. Shaw | Vice President, Supply Chain Management, Boeing
Daniel M. Sibears | Executive Vice President, Regulatory Operations/Shared Services, FINRA - Financial Industry Regulatory Authority
Albert A. Smith | Vice President of Customer Service, Lexus Division, Toyota Motor Sales U.S.A., Inc.
Larry Stullich | Director, Engineering, Communications Division, Northrop Grumman Information Systems
Jimmy Thai | Vice President for Technology, SAIC
Gerri Thomas | SVP, Chief Diversity Officer and Georgia Market President, Bank of America
Joyce E. Tucker | Vice President, Global Diversity & Employee Rights, The Boeing Company
Valmore Valiquette | Senior Director – Procurement, Aerospace Systems, Northrop Grumman Corporation
Lorie Valle-Yanez | Vice President, Chief Diversity Officer, MassMutual Financial Group
Veronica E. Villalobos | Director, Office of Diversity & Inclusion, U.S. Office of Personnel Management (OPM)
Jeff Walker | Director of Advanced Meter Project, Southern California Gas Company
Mark Welch | Senior Vice President & Global Chief Diversity & Inclusion Officer, Northern Trust
Chelle Wingeleth | Director, Talent Solutions, Diversity & Inclusion, Southern California Edison
Gillian Wright | Vice President, Customer Services, Southern California Gas Company

We are currently confirming esteemed speakers for 2019!
 For more information, contact:
info.411@spectrumknowledge.com

ELEVATE is a partnership with

