

# The Augmented LEADER

presented by **ELEVATE**

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

Launching this September at Northrop Grumman, Baltimore

## 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 have confirmed these esteemed executive Guest Speakers!

**Arlene Camp** | Vice President of Eastern Region Engineering, Sciences & Technology (ES&T), Northrop Grumman;

**Michael Meaney** | Vice President of Program Management, Northrop Grumman Mission Systems

**Andrea Yeiser** | Vice President of Integration Operations, Northrop Grumman;

We are currently confirming additional executive speakers!

## Enroll Now!

Open to Everyone

Eligible for tuition assistance at most organizations.

visit [rady.ucsd.edu/programs/executive-education/corporate/elevate/](http://rady.ucsd.edu/programs/executive-education/corporate/elevate/)

In Partnership with Northrop Grumman Corporation



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UNIVERSITY OF CALIFORNIA



## Course 1

# CHARISMA & CONTEXT

September 20, 4:00pm—8:50pm

September 21, 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 18, 4:00pm—8:50pm

October 19, 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

November 15, 4:00pm—8:50pm

November 16, 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](mailto: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:



## Northrop Grumman Corporation

- The Boeing Company
- Metropolitan Water District of Southern California
- MGM Resorts International
- 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/](http://rady.ucsd.edu/programs/executive-education/corporate/elevate/)

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

# The Augmented Leader

ENROLL NOW!  
IT'S EASY!



## Charisma & Context

Sept 20, 4:00pm-8:50pm | Sept 21, 8:00am-5:00pm

Northrop Grumman, MS1251, BWI Central Building,  
7323 Aviation Blvd., Baltimore, MD 21240

**Instructor:** Stephanie P. Nofsinger

**Course Number:** LEAD307 (1.2 CEUs)

**Tuition:** \$1,600



## Impactful Verbal Communication

Oct 18, 4:00pm-8:50pm | Oct 19, 8:00am-5:00pm

Northrop Grumman, MS1251, BWI Central Building,  
7323 Aviation Blvd., Baltimore, MD 21240

**Instructor:** Christine Itano-Cosner

**Course Number:** LEAD302 (1.2 CEUs)

**Tuition:** \$1,600



## Networking, Influence & Strategic Relationships

Nov 15, 4:00pm-8:50pm | Nov 16, 8:00am-5:00pm

Northrop Grumman, MS1251, BWI Central Building,  
7323 Aviation Blvd., Baltimore, MD 21240

**Instructor:** Silvica Rosca

**Course Number:** LEAD301 (1.2 CEUs)

**Tuition:** \$1,600

## Early Bird Registration

Enroll by August 21, 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 21, 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/](http://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](mailto: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](http://rady.ucsd.edu/docs/exec/Terms-Conditions-Agreement.pdf). Send your completed form to [radyexecdev@ucsd.edu](mailto:radyexecdev@ucsd.edu).

**For assistance, contact:** Nancy Peritz

[nperitz@ucsd.edu](mailto:nperitz@ucsd.edu) | (858) 822-7414

**Register Online:** [rady.ucsd.edu/programs/executive-education/corporate/elevate/](http://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](mailto:info.411@spectrumknowledge.com)

**ELEVATE** is a partnership with

