Research consistently demonstrates that, although technical skills are necessary for engineers, there are certain thinking, communication, and interpersonal competencies that set some technical professionals above the rest:

The Rarest & Most In-Demand Skills:
_Bloomberg Businessweek’s Job Skills Report_ found that companies state that the least common and most desired skills comprise the following: communication, creative problem-solving, leadership, and strategic thinking.

The Most-Critical Skills for Technical Teams:
Google studied their workforce in Project Aristotle and found that communication and interpersonal skills topped the list as most-critical for their technical teams.

The Skill with Force Multipliers:
_Harvard Business Review_ published a study finding that top leaders viewed strategic thinking as twice as valuable as communication and 10 times as all other behaviors.

The Top Two Competency Clusters—Out of 50,000!:
LinkedIn and the World Economic Forum looked at 50,000 distinct skills in their _Human Capital Report_ and the top cluster focused on similar skills, such as communication and leadership.

Technical skills are a minimum barrier to entry, but do you want to trailblaze as a pioneering engineer with a leading edge in the Energy and Utilities industry? These competencies will elevate your success and that of your organization’s—this is the Engineering Edge. This program is specifically designed with this research in mind, integrated with the needs of engineers in Energy and Utilities who want to excel and accelerate with the above-and-beyond attitude. The program includes the following three short, practical and interactive courses.

### COURSE 1
The Cognitive Edge: Simplified Strategic & Systems Thinking for Engineering Excellence

### COURSE 2
The Customer-Centric Edge: Customer-Mindedness & Influence for Internal Impact

### COURSE 3
The Innovator’s Edge: Innovative Thinking, Problem-Solving & Design

Read on for descriptions, differentiators and enrollment information for these homework-free courses...

_Do you have the Engineering Edge? Compare yourself to what the research says...

Enroll Now!_ Open to Everyone Eligible for tuition assistance at most organizations. [visit](#)
COURSE TITLES AND DESCRIPTIONS:

COURSE 1
The Cognitive Edge
October 19, 5:00pm—8:50pm
October 20, 8:00am—5:00pm
Simplified Strategic & Systems Thinking for Engineering Excellence
Supercharge your strategic-thinking skills to focus your goals and tactics with effective models through The Cognitive Edge course. Propel your productivity as you optimize systems-thinking in simplified, concise mental models and science-based frameworks that both stretch and structure your mind’s processes. Through this journey of thinking frameworks, you will assemble practical approaches to challenge how you take daily action and how it leads to long-term career, organizational and strategic success. Learn the seemingly complex concepts of strategic thinking and systems thinking in rapid, accelerated and simplified ways that will stick with you.

COURSE 2
The Customer-Centric Edge
November 16, 5:00pm—8:50pm
November 17, 8:00am—5:00pm
Customer-Mindedness & Influence for Internal Impact
In the Energy & Utilities industry, customer-mindedness combines the strategic-thinking acumen that you learned in The Cognitive Edge with the necessary influence skills and customer-centricity that you will learn in The Customer-Centric Edge. Learn how to influence others on individual and larger-scale levels, as you apply this to your daily collegial relationships and manage up with your managers and executives. Span these influence models with a customer-centric perspective to improve your own performance as an engineer and better understand your organization’s customer-driven goals. These can range from customer safety and reliability to trust and loyalty. Whether or not you are customer-facing, this approach proves necessary for all engineers, as it impacts areas such as design and innovation to collaboration and team dynamics. This course allows you to center the edge on customers when it comes to influence, relationships and a customer-oriented view—these will shape your engineering savvy and augment your interpersonal influence.

COURSE 3
The Innovator’s Edge
December 7, 5:00pm—8:50pm
December 8, 8:00am—5:00pm
Innovative Thinking, Problem-Solving & Design
When you integrate the strategic and systems models from The Cognitive Edge with the customer-minded and influence tools from The Customer-Centric Edge, you will elevate your engineering excellence with The Innovator’s Edge. This course sharpens your innovative thinking and worldview. Innovation rarely entails grand-scale disruption. The vast majority of the time, we engage in micro-innovation and progressive, subtle shifts toward new direction that evolve a process, product—and even people—over time. These nuanced innovations can lead to major improvements in time. The Innovator’s Edge takes this approach to provide you with innovation as a way of thinking and it provides practical models to do achieve this. As an engineer, you influence innovation, and this course provides you with the practical leverage to do so.

Enroll Now!
Open to Everyone
Eligible for tuition assistance at most organizations.
visit rady.ucsd.edu/programs/executive-education/corporate/engineering-edge/
Makeup sessions may be arranged for enrolled students who are unable to attend a class. Contact Nancy Peritz at nperitz@ucsd.edu.
What Makes this Program Stand Out?
The Engineering Edge stands out with the following features:

**Tailored Specifically toward Motivated Engineers**
The Engineering Edge develops the competencies cited above to provide engineers and your organizations with the competitive advantages. The certificate program focuses on both the critical-path areas that engineers need to excel and accelerate beyond most engineers in the industry. These areas entail those such as: strategic & systems thinking, customer-focused approaches, optimized productivity, and clear communication.

**Customized for Energy and Utilities Engineers**
Even more focused, the program hones in on the industry-specific needs of Energy & Utilities engineers.

**Dynamic Engineering Executives as Instructors**
The program selects executives with engineering backgrounds who have masterfully integrated the technical, management and customer-facing competencies. They represent the embodiment of those with the Engineering Edge.

**The Cognitive Lattice**
The program features concise, practical and actionable mental models. Collectively, these models form a cognitive lattice to augment your thinking. As a lattice forms a structure stronger than the sum of its parts, the Cognitive Lattice does this mentally.

**University of California Certificate**
UC San Diego, an accredited university, will award you a certificate upon completion of the full series

---

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](#).
- **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.
Faculty Bios

Lisa Cagnolatti
Lisa Cagnolatti is the retired VP of Customer Service Operations at Southern California Edison where she handled direct & front-line customer operations, including the billing & credit departments and the customer contact centers. As a former VP of the Business Customer Division at SCE she oversaw the company’s relationships with its major industrial, commercial, and government customers and led cross-functional initiatives including outage management improvement efforts, streetlight strategies, and efforts to stimulate business development. She has also held management positions at Southern California Gas Company and Procter & Gamble. Lisa is a board member of several community organizations. She has a degree in Chemical Engineering and Master’s in Business Administration.

Rick Morrow
Rick Morrow is an accomplished energy industry executive, strategic advisor and executive coach. He has extensive executive experience in engineering, natural gas operations, customer service, major project management, and strategic planning. Rick was the Senior VP of Gas Operations and System Integrity at Southern California Gas Company and San Diego Gas & Electric. He led the development, execution, policy, and strategy for a multibillion dollar infrastructure program. He's a member of several industry & economic development boards including CALSTART, Orange County Business Council, and Energy Solutions Center. He has an MS in Chemical Engineering and is a Registered Petroleum Engineer in California. He is an inductee into the Hall of Fame for the College of Engineering, Cal Poly Pomona University.

Distinguished Executive Guest Speakers

In addition to our world-class Engineering Edge faculty, we are confirming esteemed executive Guest Speakers!

Thank You To Our Partners

Who Should Enroll?:
Geared toward Engineers, but all disciplines and fields welcome!

Register Online: rady.ucsd.edu/programs/executive-education/corporate/engineering-edge/
For assistance, contact: Nancy Peritz at nperitz@ucsd.edu or (858) 822-7414
The Cognitive Edge
Oct 19, 5:00pm—8:50pm | Oct 20, 8:00am—5:00pm
Kellogg West Conference Center and Lodge,
3801 W Temple Ave, Pomona, CA 91768
Instructor: Rick Morrow
Course Number: EDGE361
Tuition: $1,600

The Customer-Centric Edge
Nov 16, 5:00pm—8:50pm | Nov 17, 8:00am—5:00pm
Kellogg West Conference Center and Lodge,
3801 W Temple Ave, Pomona, CA 91768
Instructor: Lisa Cagnolatti
Course Number: EDGE362
Tuition: $1,600

The Innovator’s Edge
Dec 7, 5:00pm—8:50pm | Dec 8, 8:00am—5:00pm
Kellogg West Conference Center and Lodge,
3801 W Temple Ave, Pomona, CA 91768
Instructor: Rick Morrow
Course Number: EDGE363
Tuition: $1,600

Engineering Edge Executive Event
Enroll by September 19, 2018, and your registration will include a seat at this intimate, invitation-only gathering which allows you to engage engineering executives from major Fortune 500-level companies. More info to follow on this exclusive event coming early 2019 to Southern California. After September 19, regular registration is still open.

HERE’S HOW:

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

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.