



THE UNIVERSITY OF ARIZONA

**Eller Executive
Education**

Foundations of Public Sector Management

- ▶ **Live, online delivery by expert faculty with rich peer group interaction!**
- ▶ **March 1 - April 13**
(full program schedule on reverse)
- ▶ **\$2,500 / more than 15 contact hours of management content**
- ▶ **Registration discounts for groups of four or more from an organization.**
Please request a group registration form:
executive@eller.arizona.edu
- ▶ **Our last program sold out—register now!**



Designed to prepare new and emerging public sector managers to navigate in a rapidly changing and complex environment.

PROGRAM HIGHLIGHTS



Accelerate your public sector career by advancing your management skills



Learn from MBA faculty with expertise in public sector leadership



Features live faculty instruction, peer and small group learning activities

PREPARE TO BE CHALLENGED (IN A GOOD WAY)

This program creates a unique environment where you can share insights with peers from various agencies across the public sector. The 2021 program is led by expert faculty and offers an interactive online platform to support you in developing the skills you need now. Our unique small group Operational Process Improvement (OPI) assignment will challenge what you think you know about effective management and offer actions you can take to enhance your ability to contribute to your organization.

ELLER EXECUTIVE EDUCATION

McClelland Hall, 1130 East Helen Street, Tucson, AZ 85721

www.executive.eller.arizona.edu | 520-626-0695



Executive Education
Ranking 2020

"The information presented in this program was precisely what I've been looking for as a supervisor to help me motivate my employees and build a high-functioning team."

-Nathan Daoum, City of Tucson

PROGRAM SCHEDULE

Please block your calendar for these dates and times as attendance is required to earn the certificate. You will receive calendar invitations with access links once the registration process is complete. Register now!

Module 1	<p>Driving Innovation Mar 1-2, 8:00-10:00 a.m. MST</p>	<ul style="list-style-type: none"> ▶ Examine the cognitive bias of fixedness ▶ Illustrate remarkable templates used by primates and people ▶ Learn and apply techniques for driving creativity
Module 2	<p>Strategic Communication Mar 8-9, 8:00-10:00 a.m. MST</p>	<ul style="list-style-type: none"> ▶ Leverage the power of framing ▶ Drive recommendations with a clear, concise and compelling style ▶ Persuade stakeholders with engaging presentation design and delivery
Module 3	<p>Ethical Leadership Mar 15-16, 8:00-10:00 a.m. MST</p>	<ul style="list-style-type: none"> ▶ Examine the root cause of unethical behavior ▶ Discover strategies for building trust ▶ Apply an ethical decision-making model
Module 4	<p>Extracting Value from Big Data Mar 22-23, 8:00-10:00 a.m. MST</p>	<ul style="list-style-type: none"> ▶ What is big data? ▶ Understanding the paradigm shift ▶ How do we create digital leadership by leveraging big data?
Module 5	<p>Brand Management Mar 29-30, 8:00-10:00 a.m. MST</p>	<ul style="list-style-type: none"> ▶ Define the concept of personal image/brand management ▶ Explore how one's brand affects one's career and leadership capabilities ▶ Discuss ways to start, maintain or change one's professional brand
Module 6	<p>Team Performance Apr 5-6, 8:00-10:00 a.m. MST</p>	<ul style="list-style-type: none"> ▶ Directing work and engaging team members ▶ Managing individual accountability and conflicts ▶ Collaborating across the organization and "managing up"
OPIs	<p>Operational Process Improvement Apr 12, 8:00-9:30 a.m. MST</p>	<ul style="list-style-type: none"> ▶ Faculty will facilitate final questions relating to OPI presentations ▶ Breakout rooms for small group work on OPI presentations ▶ Finalize and rehearse OPI presentations
Graduation	<p>Presentations and Recognition Apr 13, 8:00-11:00 a.m. MST</p>	<ul style="list-style-type: none"> ▶ Group OPI presentations ▶ Program reflections ▶ Recognition for individual commitment and effort to complete the program

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