High Impact Leadership
In-person program delivered in Phoenix by world-class MBA faculty. Expect a collaborative learning experience with peers from across industries!

**October 25-27, 2022**
(full program schedule on reverse)

$3,500 - ask about group discounts

*Our last program sold out - reserve your spot now!*

*Designed to prepare new and emerging leaders for a rapidly changing business environment.*

**Program Highlights**

- Designed for emerging and mid-level leaders from diverse business environments
- Earn a certificate in High Impact Leadership
- Features live faculty instruction and peer to peer learning

**Prepare to be challenged (in a good way)**

The High Impact Leadership Program creates a unique environment where you can share insights with peers from diverse business sectors. The 2022 program retains valuable social and collaborative learning as well as expert faculty presenting on topics leaders need as they navigate to a better future. You will be offered actionable tactics to enhance your skills, grow your career, and increase your company's agility in the marketplace.

**ELLER EXECUTIVE EDUCATION**
Health Sciences Innovation Building 435 N. 5th Street Phoenix, Arizona 85004
Register Now: https://bit.ly/3xEm4Yg | 520-626-0695 | executive@email.arizona.edu
"If you want to learn and grow, challenge yourself with this academic endeavor."
- Allan Glover, Discover Financial Services

**Program Schedule**

| Module 1 | Leading Through Turbulence  
| Oct 25, 8:00 a.m.-12:00 p.m. PT | ▶ Learn what characterizes a high turbulence environment  
▶ Discover how to lead change in the face of uncertainty  
▶ Explore capabilities needed to succeed in turbulent times |
| Module 2 | Overcoming Innovation Barriers  
| Oct 25, 1:00 p.m.-4:30 p.m. PT | ▶ Understand the drivers of consumer behavior  
▶ Design effective choice architecture and memorable customer experience  
▶ Drive long-term behavioral change in your customers |
| Module 3 | Extracting Value from Big Data and AI  
| Oct 26, 8:30 a.m.-12:00 p.m. PT | ▶ Analyze barriers of bringing new products and services to market  
▶ Examine barriers customers experience adopting new products and services  
▶ Develop specific strategies to overcome barriers |
| Module 4 | Consumer Decision Making  
| Oct 26, 1:00 p.m.-4:30 p.m. PT | ▶ Understand the characteristics of big data and AI  
▶ Examine the paradigm shift caused by big data and AI  
▶ Learn how to create digital leadership by leveraging big data and AI |
| Module 5 | Leading Hybrid Teams  
| Oct 27, 8:30 a.m.-12:00 p.m. PT | ▶ Understand the role of communication on team effectiveness  
▶ Develop ways to motivate team members without face-to-face interaction  
▶ Manage and maintain relationships within the virtual context |
| Graduation | Recognition and Closing  
| Oct 27, 12:00 p.m.-1:00 p.m. PT | Learning objectives from all five modules will be reviewed and open mic discussions will be synthesized. Participants will be recognized for their individual commitment and effort to complete the program. |

To enhance organizational impact, an Organizational Process Improvement (OPI) group project can be added to this program. Contact us to learn more about the individual and organizational benefits of this optional add-on experience. Two sessions will incorporate individual and small group work to apply the program materials to a real-world challenge. The experience will culminate in group presentations of proposed solutions.

Contact Laurel at laurelr@arizona.edu or 520-621-2499

Program details are subject to change.

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