High Impact Leadership

Live, online delivery by expert faculty with rich peer group interaction delivered fully online!

April 4-8, 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 to lead now and as they navigate to a better future, all on an interactive online platform. Our world-class faculty will challenge what you think you know about effective management and impart actionable tactics to enhance your skills and increase your company’s agility in the marketplace.

ELLER EXECUTIVE EDUCATION
McClelland Hall, 1130 East Helen Street, Tucson, AZ 85721
Register Now: https://bit.ly/EE22SpringHIL | 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

<table>
<thead>
<tr>
<th>Module</th>
<th><strong>Module Title</strong></th>
<th><strong>Dates and Time</strong></th>
<th><strong>Topics Covered</strong></th>
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<tbody>
<tr>
<td>Module 1</td>
<td><strong>Leading Through Turbulence</strong></td>
<td>April 4, 8:00-12:30 p.m. MST</td>
<td>▪ Learn what characterizes a high turbulence environment&lt;br&gt;▪ Discover how to lead change in the face of uncertainty&lt;br&gt;▪ Explore capabilities needed to succeed in turbulent times</td>
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<td>Module 2</td>
<td><strong>Innovation Barriers</strong></td>
<td>April 5, 8:00-12:00 p.m. MST</td>
<td>▪ Analyze barriers of bringing new products and services to market&lt;br&gt;▪ Examine barriers adopting new products and services&lt;br&gt;▪ Develop specific strategies to overcome barriers</td>
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<tr>
<td>Module 3</td>
<td><strong>Extracting Value from Big Data and AI</strong></td>
<td>April 6, 8:00-12:00 p.m. MST</td>
<td>▪ Understand the characteristics of big data and AI&lt;br&gt;▪ Examine the paradigm shift caused by big data and AI&lt;br&gt;▪ Learn how to create digital leadership by leveraging big data and AI</td>
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<tr>
<td>Module 4</td>
<td><strong>Consumer Decision Making</strong></td>
<td>April 7, 8:00-12:00 p.m. MST</td>
<td>▪ Understand the drivers of consumer behavior&lt;br&gt;▪ Design effective choice architecture and memorable customer experience&lt;br&gt;▪ Drive long-term behavioral change in your customers</td>
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<td>Module 5</td>
<td><strong>Applying Your Influence</strong></td>
<td>April 8, 8:00-12:00 p.m. MST</td>
<td>▪ Identify the tools you have available to influence others&lt;br&gt;▪ Prepare and evaluate applications of influence tools&lt;br&gt;▪ Defend against unwanted and/or unethical influence</td>
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<tr>
<td>Graduation</td>
<td><strong>Recognition and Closing</strong></td>
<td>April 8, 12:00-1:00 p.m. MST</td>
<td>Learning objectives from all five modules will be reviewed will be synthesized. Participants will be recognized for their individual commitment and effort to complete the program.</td>
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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 online 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.

It is important that you reserve this time as if you were physically attending an in-person training program. This program requires an internet connection and working microphone and webcam. Access links will be sent following registration. Program details are subject to change.

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