



THE UNIVERSITY OF ARIZONA

**Eller Executive
Education**

HIGH IMPACT LEADERSHIP CERTIFICATE PROGRAM

OCT 30 – NOV 3, 2017 | PHOENIX, ARIZONA

Effective leadership is invaluable in the competitive and highly dynamic business environment. Most leaders recognize that their future is increasingly unpredictable, and opportunities and threats to their organizations are forcing them to be more agile. All the while, they are being asked to create immediate impact and successfully address business challenges as they emerge. It is time for these leaders to drive change and future-proof their organization equipped with the right mindset and capabilities. The **High Impact Leadership Executive Program** helps executives target specific improvement areas and amplify business results. Program outcomes are achieved through a five-day immersive experience in which you will learn alongside other executives and carry out a group learning project that you can implement when you return to work. Outcomes include



Identifying

Identifying and removing barriers to innovation in bringing new products and services to market.



Understanding

Understanding how to build resilience in self, employees, leaders and teams.



Improving

Improving decision making by harnessing the benefits of Big Data and business analytics.



Setting Goals

Effectively setting goals to improve self, team and organizational productivity.

Program methodologies include case-based discussions and exercises from world-class faculty who have both research and extensive executive education experience. Leaders will learn the latest concepts and will gain techniques for applying these concepts in their workplaces. Our Organization Process Innovation (OPI) capstone group learning project offers participants the opportunity to work with others in applying their learning to current leadership challenges.

PROGRAM DETAILS

Participants earn a Certificate in Advanced Leadership from Eller Executive Education at The University of Arizona and return to their businesses with core competencies and skills to help them address the transformations they are tasked with accomplishing.

Who Should Attend? Mid-level leaders in dynamic business environments who seek to enhance their leadership skills and management effectiveness within the context of their organization.

The program is delivered at the UA Phoenix Campus at 550 E Van Buren St. Phoenix, AZ 85004. Program cost is \$3,800 per person. A 20% tuition reduction benefit is available to organizations that send four or more executives. UA & Eller Executive Education alumni are also eligible for the 20% tuition reduction benefit.

PAST PARTICIPANT TESTIMONIALS

“If you want to learn and grow, challenge yourself with this academic endeavor.”

- Allan Glover, Discover Financial Services

“Important topics, fantastic instructors. I highly recommend the program.”

- Nick Promponas, First Transit, Inc.

“Meeting and learning from people from other organizations made for a memorable experience.”

- Suzanne York, Tucson Medical Center

REGISTER ONLINE TODAY
executive.eller.arizona.edu



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PROGRAM SCHEDULE

DAY ONE	DRIVING INNOVATION THROUGH BUSINESS TURBULENCE	<ul style="list-style-type: none"> ▶ Examine the cognitive bias of fixedness ▶ Learn and apply four techniques for driving creativity ▶ Illustrate remarkable approaches used by primates and people
	REMOVING INNOVATION BARRIERS	<ul style="list-style-type: none"> ▶ Identify major barriers to bringing new products to market ▶ Identify major barriers to customer adoption of new products ▶ Develop specific strategies to overcome these barriers
DAY TWO	RESILIENCE AS A SOURCE OF COMPETITIVE ADVANTAGE	<ul style="list-style-type: none"> ▶ Examine the benefits of resilience for self, teams and leaders ▶ Learn and practice tools for building individual & team resilience ▶ Create an action plan for enhanced resilience
	SELF-AWARENESS AND LEADERSHIP IMPACT	<ul style="list-style-type: none"> ▶ Define self-awareness and its importance in the workplace ▶ Examine the relationship between emotional intelligence and great leadership ▶ Identify ways to drive impact by managing self & others' emotional intelligence
DAY THREE	DRIVING STRATEGIC GROWTH AND EXECUTION	<ul style="list-style-type: none"> ▶ Better allocate resources to drive strategic growth ▶ Learn how to improve strategy execution ▶ Drive your business through each of the five stages of growth
	BIG DATA AND IMPACTFUL DECISION MAKING	<ul style="list-style-type: none"> ▶ Understand the characteristics of Big Data ▶ Examine the Paradigm Shift caused by ever expanding data volume ▶ Learn to make decisions and extract value from business analytics
DAY FOUR	GOAL SETTING AND HIGH FUNCTIONING TEAMS	<ul style="list-style-type: none"> ▶ Set goals to improve productivity ▶ Monitor goals in order to not experience their negative consequences ▶ Create situations to increase intrinsic motivation
	LEADING TEAMS THROUGH CHANGE AND TURBULENCE	<ul style="list-style-type: none"> ▶ Discover what makes a great team ▶ Learn what environments allow teams to thrive through turbulence ▶ Implement change techniques and teamwork skills that contribute to success
DAY FIVE	OPI PRESENTATIONS & GRADUATION	

INSIGHT TO ACTION

The impact of learning is not realized overnight. We define your objectives with you and take a five-step approach to take insight to action in a way that is tangible and can be measured by you.



SYNTHESIZE

What did you learn?



TRANSLATE

How do you convert learnings to objectives?



PRIORITIZE

How will you spend time and energy?



BE ACCOUNTABLE

How will you ensure you change?



ADVANCE CHANGE

How will you help others?

