

Aligning Strategy, Leadership, and Culture: Keys to Competitive Advantage



Developing Leaders. Delivering Results.
www.smeal.psu.edu/psep

September 21-26, 2014 and March 1-6, 2015

Program Objectives

Aligning Strategy, Leadership, and Culture provides senior leaders with the integrated strategic and management perspective to lead transformational change within the organization. You will learn how the forces of culture impact performance and hone communication skills to establish a common sense of purpose that drives commitment and cooperation.

Who Should Attend

This program is designed for those charged with creating and implementing strategy, organizational capability, and talent development. Past participants have been directors thru VP-level. General managers will benefit also. The participant may or may not have direct reports but is in a position of strategic influence in the enterprise or business unit.

Note to Government Professionals: This program fulfills much of the Executive Core Qualifications (ECQ) required for Senior Executive Service.

Program Benefits

Aligning Strategy, Leadership, and Culture prepares you to effectively deal with the multi-faceted complexities of leading today's organizations. Specifically, you will improve your ability to:

- Critically assess and respond to the changing environment and marketplace
- Articulate your organization's core capabilities and operational focus to compete
- Learn a "Design Think" framework for creating strategy
- Apply critical thinking to test innovation initiatives
- Understand how financial performance affects process and operations in an organization
- Assess your organizational culture and the propensity for change
- Communicate, motivate, and empower talent to lead and implement organizational change

Program Content

Faculty leaders will have you step back and take a global view of your organization where you will confront the external factors affecting the business and where opportunity may lie. Then you will learn how to establish effective performance management and engagement through your teams for successful execution.

Strategic Leadership

- Assessing the external environment
- Setting direction for your organization
- Leading innovation and Design Think strategy
- Managing cycles of change
- Encouraging flexibility and creativity

Enhancing People Systems

- Leadership roles and responsibilities
- Team-building methods and procedures

Implementing Change

- Understanding your organizational environment and propensity for change
- Translating strategic intent into action
- Enhancing leadership effectiveness through better communication

Performance Measures

- Creating value
- Evaluating success through the numbers
- Acquiring levers for enhancing performance

Register for this Program

Reserve your place by phone or e-mail, and then complete your registration online at www.smeal.psu.edu/psep. Registrations are requested a minimum of six weeks prior to the start of the program.

Phone: 1-800-311-6364

E-mail: psep@psu.edu

Value Created for You and Your Company

Research Instrument —What's your organizational DNA? Through an exclusive tool that uses data provided by your colleagues, you receive a candid, objective assessment of your current organizational and leadership environment. The *Strategy, Leadership, Culture Questionnaire (SLCQ)* is a simple but powerful process that measures 18 critical dimensions of organizational effectiveness.

Change Leadership Simulation — You will apply concepts discussed about the process of change through a computer-based simulation that has you determine the appropriate tactics and timing of them in order to lead a successful change initiative. This is an extremely powerful tool that provides intense learning in a short period of time.

Faculty Leaders

A premier faculty group, including a Top 10 leadership coach, will provide models and frameworks to help you transform vision into an action plan for results. Planned faculty include:

Dr. Carlo Ninassi, Program Faculty Director, Associate Professor of Practice - Strategy & Innovation, Executive Programs, Smeal College of Business, Penn State

Mr. Scott Collins, Clinical Assistant Professor of Accounting, Smeal College of Business, Penn State

Mr. Tom Cross, CEO, Thomas A. Cross Consulting

Ms. Maria Taylor, Managing Director of Executive Programs, Smeal College of Business, Penn State

Dr. Albert Vicere, Executive Education Professor of Strategic Leadership, Smeal College of Business, Penn State

Location

This five-day program will be conducted at the Penn State University Park campus in State College, Pennsylvania. Participants stay at the historic Nittany Lion Inn adjacent to our private, modern executive education facilities.

Fees

The program fee for Aligning Strategy, Leadership, and Culture: Keys to Competitive Advantage is \$7,950. This includes all instructional materials, private room accommodations, and meals.

We support team participation to maximize the impact of learning. Teams of three or more receive significant savings. Please call for details on all of our special participation options.

We accept MasterCard, Visa, Discover, and American Express.

Penn State Executive Programs

Open the doors to transformational learning experiences with Penn State. We work with organizations and leaders from around the world to help shape strategies and practices that fuel competitive advantage and business success. We link strategic understanding with powerful ideas about how decisions affect overall corporate performance.

Each program in our diverse portfolio offers:

- Learning experiences that pair practical action learning and coaching with new knowledge, tools, and perspectives;
- Exposure to leading faculty and practitioner executives with extensive experience working with business professionals;
- Deeper exploration of critical topic areas with examples of how organizations around the world are addressing challenges now;
- Focus on successfully applying concepts to meet the needs of your unique situation.

Penn State Executive Programs also partners with organizations to develop custom learning initiatives and to address critical strategic business challenges. Please reach out to discuss how we can work with you.

“This program helped me to start to think outside the box and learn the concept of continual product/process development (momentum) as well as leadership styles and when and how to use them.”

*Nabell Sarwani, M.D., Assistant Professor of Radiology and Director, Body MRI
Penn State Hershey Medical Center*

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