

Developing Managerial Effectiveness



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

April 12-17 and October 18-23, 2015

Program Objectives

Developing Managerial Effectiveness provides a highly integrated approach to strategic, financial, and performance management. Participants will significantly increase strategic thinking, decision-making, personal leadership, and influence skills while maximizing the use of management systems to increase their contribution to organizational performance and growth.

Who Should Attend

This program is designed for individuals who are directly responsible for the performance of a business unit or department. It is ideal for those with functional and general management leadership who seek to enhance their effectiveness. It will particularly benefit those who've moved from an engineering, scientific, or technical role into general management responsibilities.

Program Benefits

This program improves your ability to:

- Create and implement business unit strategy
- Align business unit initiatives with enterprise direction
- Make financially sound business decisions
- Increase results in strategy execution through the use of major components of strategic alignment
- Create systems to generate and measure performance
- Develop your personal management/leadership style

Value Created for You and Your Company

Application is a key element of program design. Developing Managerial Effectiveness includes a valuable business simulation exercise. In a risk-free environment, participant teams test implications of complex, long-range decisions in running their own company. The simulation drives home key concepts of the program by:

- Developing strategic thinking
- Building competitive awareness

- Reinforcing financial fundamentals
- Demonstrating the overall interaction of various parts of a business
- Measuring the effectiveness of team-based decisions

Program Content

Beyond lecture and deep engagement with faculty and peers, content is tied together through a "management simulation" which gives participants the opportunity to apply learned skills directly and immediately each day. Feedback on simulation performance is provided daily.

Strategic Leadership

- Understanding the competitive environment
- Developing core capabilities
- Formulating strategy from the enterprise to the operating departments
- Working within new organizational models

The Leader's Role

- Management styles
- Managers' roles and responsibilities
- Using Emotional Intelligence to enhance leadership and influence
- Organizational culture
- Strategy implementation: power, influence and negotiation

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

Financial Planning and Control

- Financial control systems
- Analysis of financial statements
- Capital budgeting

Managerial Leadership

- Team building
- Communication and relationship management
- Performance management
- Motivational techniques
- Encouraging employee commitment

Conflict Management

- Styles for handling conflict
- Creating solutions to complex situations

Decision Making

- Decision-making techniques
- Organizational impacts on decision making

Faculty Leaders

Developing Managerial Effectiveness will be presented by top faculty members from Penn State and other leading institutions. Please visit the web site to view their vitae. Planned faculty include:

Mr. Charles Ninos, Program Faculty Director; President, C. Joseph Ninos and Associates

Dr. Christopher Muscarella, Professor of Finance and L.W. "Roy" and Mary Lois Clark Teaching Fellow, Smeal College of Business, Penn State

Dr. Timothy Pollock, Professor of Management and Organization, Smeal College of Business, Penn State

Dr. Edward T. Reutzel, Associate Professor Emeritus of Supply Chain Management, Smeal College of Business, Penn State

Ms. Maria W. Taylor, Managing Director of Executive Programs, 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, and held in private, modern executive education facilities. Participants lodge at the historic Nittany Lion Inn.

Fees

The program fee for Developing Managerial Effectiveness is \$5,750. 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. Discounts also apply for active military participants and Penn State alumni. 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 that address critical business challenges. Contact us to learn about our award-winning engagements and how we may help you.

"I have my MBA and have taken various management courses over the years. However, I did get a lot out of this course, with it serving as a refresher in many areas and more importantly, challenging my old habits and paradigms. I also got a lot out of the individual personality profile and the negotiating skills section. Overall, the course exceeded my expectations and is definitely one of the better ones I've attended."

*Brian McGrath,
Director, Global Procurement,
Ashland Inc.*

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