

>> Executive Education Programs

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Format:

Hybrid Model
50% Mobile Learning
50% Classroom
Application; Held at
the **Roam Galleria**

Academic Model:

Competing Values
Framework

Program Developer:

Michael J. Coles
College of Business
at Kennesaw State
University

Credential:

Executive Certificate in
Leadership Excellence

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EXECUTIVE LEADERSHIP PROGRAM FOR MANAGERS AND DIRECTORS



Sample Video: Defining the key components of leadership excellence. [View video here.](#)



Sample Video: Executive Virginia Means talks about effective delegation. [View video here.](#)

>> The **Executive Leadership Program** for Managers and Directors is designed for individuals and organizations who want to master the skills needed to transition from management effectiveness to leadership excellence.

We will focus on the **eight leader roles** we all need to master if we want to become a highly-respected leader and change-maker;

— Director, Producer, Coach, Communicator, Monitor, Coordinator, Innovator, and Change Agent.

This award-winning program is built as a **hybrid experience**; 50% online (the learning) and 50% classroom application (the doing). **Read on for full program details.**



Sample Video: Professor Steve Olson introduces the 8 leader roles. [View video here.](#)



Sample Video: Executive Everett Darby talks about innovation and change. [View video here.](#)

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Leader as Coach

Understand Self & Others
Coach for Performance
Coach for Development

Leader as Communicator

Communicate Effectively
Resolve Conflicts
Present Inspiring Ideas

Leader as Monitor

Manage Information
Monitor Performance
Measure Quality

Leader as Coordinator

Map the Key Processes
Drive Efficiencies
Lead & Manage Projects

Leader as Innovator

Think Creatively
Build a Culture of Innovation
Business Model Innovation

Leader as Change Agent

Lead Positive Change
Build Relationships
Negotiate Agreements

Leader as Producer

Drive Productivity
Improve the Core Processes
Manage Time & Stress

Leader as Director

Create an Inspiring Vision
Set SMART Goals
Delegate Effectively

THE LEADERSHIP MODEL
COMPETING VALUES FRAMEWORK

Framework Origin:
The **Competing Values Framework (CVF)** emerged from research focused on organizational effectiveness (R. Quinn and J. Rohrbaugh). They discovered that high-performing organizations mastered the four different ways of creating, delivering, and capturing value. The CVF was named one of the Top 20 business models of all time by the editors at *Financial Times*.

Framework Application:
Leadership is the ability to inspire others to take on their most difficult challenges and succeed. Excellent leaders model the way by continuously creating and delivering value. The CVF teaches us the four primary ways to create and deliver value. The goal is to master the CVF approach so we can reach our full potential as leaders, innovators, and change-makers.



Testimonials: Below are comments from a few of the business professionals who recently completed the program.

"The Executive Leadership Program was informative, engaging, and unlike any other program I've ever attended. The content was extremely useful and the instructors were experts at delivering the material in a concise and inspiring manner." -- **Bonnie B., Controller**

"KSU's Executive Leadership Program provided valuable insights on how to become a highly-respected leader within my organization. I really enjoyed the hybrid format!" -- **Llewella D., Global Learning Professional**

"It was truly an honor to attend the Executive Leadership Program and learn from such wonderful instructors. I left the program feeling more equipped and humbly grounded as a person and as a leader." -- **Trevor R., Athletic Director**

THE 4 CVF QUADRANTS
AND THE 8 LEADER ROLES

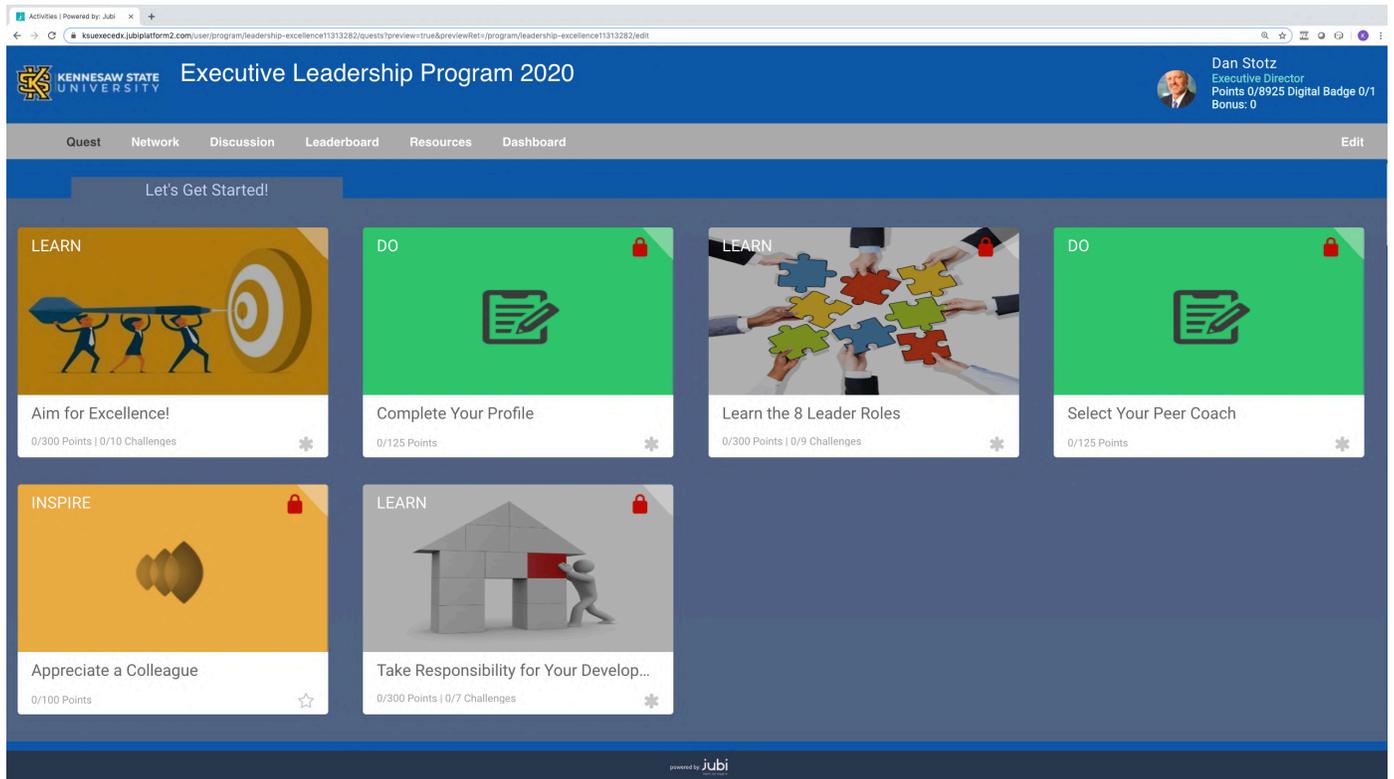
The Compete Quadrant:
Value-enhancing activities focused on being aggressive and forceful in the pursuit of competitiveness. The roles are Leader as **Director** and Leader as **Producer**.

The Collaborate Quadrant:
Activities that develop people and create a positive culture. The roles are Leader as **Coach** and Leader as **Communicator**.

The Control Quadrant:
Activities focused on improvements in efficiency by implementing better processes. The roles are Leader as **Monitor**, Leader as **Coordinator**.

The Create Quadrant:
Activities that create innovation in products and services we produce. The roles are Leader as **Innovator** and Leader as **Change Agent**.

>> The Executive Leadership Program for Managers and Directors



WHY THE HYBRID APPROACH TO LEADERSHIP DEVELOPMENT?

>> Kennesaw State University's approach to hybrid program design was named a finalist for the **Excalibur Award** by the Technology Association of Georgia and was highlighted in the July 2018 issue of *Chief Learning Officer* magazine. We integrate the best practices in "GAME-ified" online learning with the best practices in classroom action-learning and on-the-job application.

>> **Learning through PLAY:** Your leadership journey begins by completing the program's online content (see above) before each face-to-face session. This is online learning at its best using "GAME-ification" and micro-learning techniques. You will conquer quests, tackle to-do assignments, earn points, and climb the leaderboard!

>> **Learning through PRACTICE:** With the "learning" portion of the program done online, in advance, and at your convenience; the face-to-face session becomes an **Application Lab**. We will practice what you learned online focused on your leadership development priorities.

>> **Learning through PURPOSE:** As a faculty team, our goal is help you master the program's content so you can teach others in your organization how to transition from management effectiveness to leadership excellence.



Steve Olson, Ph.D., CPI
Steve is the program's Lead Instructor in both the online and face-to-face sessions. He has been a pioneering leader in executive education for more than 25 years. Steve has won nine teaching awards during his career in academia. He is currently a Distinguished Lecturer in Innovation and Entrepreneurship at the University of Tennessee in Chattanooga.



Everett Darby, MBA, CPI
Everett is an instructor in both the online and the face-to-face sessions. He posts a proven 35-year track record in driving innovation and growth; and building high-performance teams. Everett is an expert in the areas of innovation execution and change leadership. He held executive leadership roles at Monsanto and The Coca-Cola Company.

PROGRAM DETAILS: DATES, PLACE, COST, ETC.



PROGRAM COST

>> \$3,900 per person

PROGRAM DISCOUNTS

>> We offer a **10% discount** to organizations who send 2 or 3 employees and a **15% discount** when you send 4 or 5 employees. We also offer a **20% discount** to KSU alumni and non-profits. Military veterans, contact us directly for discounts options.

PROGRAM DATES

>> Earning your Executive Certificate in Leadership Excellence requires that you complete about 15 hours of online content and attend nine evening (6-9 PM) sessions.

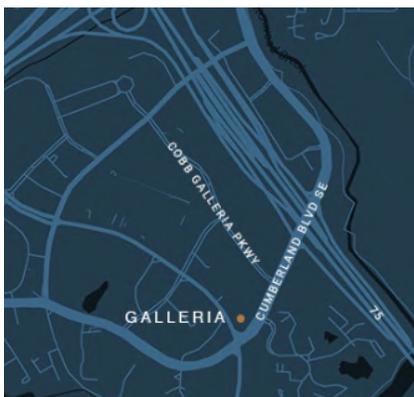
- > Thursday, January 23, 2020
- > Thursday, February 6, 2020
- > Thursday, February 20, 2020
- > Thursday, March 5, 2020
- > Thursday, March 19, 2020
- > Thursday, April 2, 2020
- > Thursday, April 16, 2020
- > Thursday, May 7, 2020
- > Thursday, May 21, 2020

The sessions are held from 6-9 PM at the Roam Galleria.

PROGRAM REGISTRATION

There are three ways to register:

- >> Call the Coles College Executive Education Center at 470-578-3414.
- >> Send an email message to bluther@kennesaw.edu.
- >> Register online at our website: ColesCollege.com/ExecEd



PROGRAM LOCATION

The program is held at the Roam Galleria which is conveniently located just west of I-75 and just south of I-285. It offers unique classroom space that is designed to enhance teaching and learning. There is also plenty of free parking.

PROGRAM CREDENTIAL

>> Complete the online content and attend the five face-to-face sessions (one day a month for five months) and you will earn an **Executive Certificate in Leadership Excellence**.

>> A leader in innovative teaching and learning, Kennesaw State University offers more than 150 undergraduate, graduate and doctoral degrees to its nearly 36,000 students. With 13 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the third-largest university in the state. A Carnegie-designated doctoral institution, Kennesaw State University is one of the 50 largest public institutions in the country.

>> **Note:** The KSU College of Professional Education reserves the right to cancel or reschedule a program due to low enrollments or other unforeseen circumstances.