

EXECUTIVE EDUCATION

UCLAAnderson
School of Management

*Adapt.
Catalyze.
Transform.*



**PERSONALIZED LEADERSHIP
EDUCATION FOR EXECUTIVES**

Build your competitive profile and gain advanced leadership skills with an executive curriculum all your own.

In turbulent times, flexibility counts. So we at UCLA Anderson Executive Education have recalibrated our offerings to provide you with greater choice, complementing our existing programs with an array of highly focused educational solutions: **the Executive Series and the Career Series.**

The Executive Series

Change is in the air and the ground is shifting beneath our feet. Every day, we wake up to new and unanticipated challenges. Today's leaders require more than an enhanced skill-set – they need agility of thought, fresh perspectives, and innovative strategies for envisioning and implementing the way forward for their people and organizations.

The UCLA Executive Series delivers tools and frameworks in short, interactive bursts that will engage your intellect, ignite your creativity and develop you into the leader you aspire to be. Each session is designed to meet the needs and leverage the diverse perspectives of a wide range of participants: executives from enterprises large and small, professionals, board members and entrepreneurs are all equally welcome.

Each day-long session offers the following benefits:

- Learning from UCLA Anderson's peerless faculty while accessing the diverse perspectives of your fellow participants
- Stand-alone curriculum with the flexibility to build into a coveted UCLA Certificate in Executive Development
- Maximum applicability of takeaways to your business reality, offered at a very reasonable price

Single session – regularly \$995

Now \$895
through August 1

All ten sessions – \$8,500

Single Session and Certificate Pricing

The Executive Series is comprised of ten one-day sessions, each focused on a distinct topic and leadership skill. The sessions are designed as stand-alones that also complement one another. Individually and cumulatively, they provide a powerful boost to your leadership trajectory.

Competing to Win

August 5, 2009

In a competitive world, no decision should happen in a bubble. This session delivers the fundamental concepts of game theory along with guidance on how to apply them in the real world, and the frameworks you need to take a systematic approach to evaluating and resolving strategic problems.

Strategic Management: Value Creation and Capture

August 26, 2009

Step back from the maelstrom of your day-to-day responsibilities and hone in on how effectively your organization creates, captures and delivers value for your customers and clients. This session examines enterprise strategy and its role as a driver of corporate performance.

Pitching Innovation

September 15, 2009

New ideas and the ability to enact them distinguish leaders from bureaucrats. Whether advancing your organization or yourself, it is critical to articulate the value of ideas in a way that drives home the benefits to your target audience. You will master the art of pitching new ideas with strategic design and invigorating language that motivates.

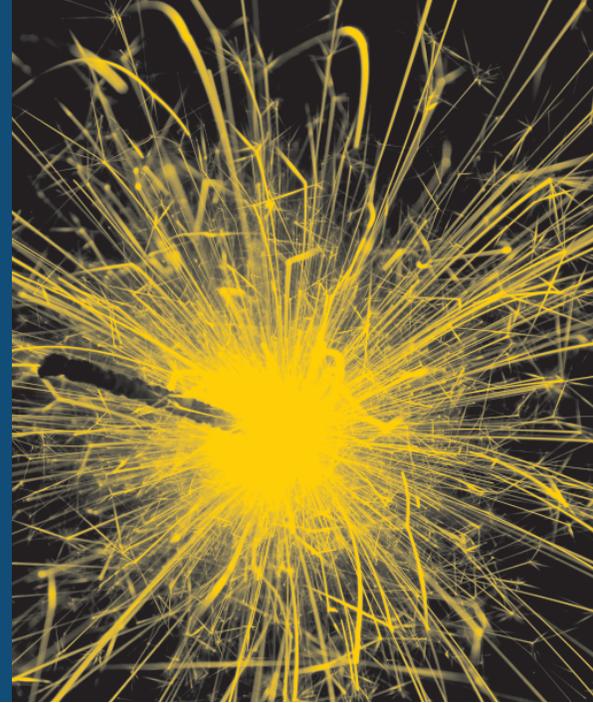
Change Management: Improving Creative Solutions

September 24, 2009

In this volatile, highly dynamic, global community, we must all be agents of change. How do you lead change? And how can you manage others to be comfortable with change and to be change agents themselves? Working from the premise that habits transform through action, this highly experiential learning program examines barriers to change and delivers ways to overcome them.

The one-day and half-day sessions that comprise these series are designed to respond to the key drivers of the new economy, to meet a wide range of your business and leadership development needs, and to fit into your busy schedule.

Enjoy the flexibility of enrolling in single sessions, or take advantage of substantial discounts for committing to the full course offerings of either series. The choice is yours. The benefits to your career and organization will be palpable.



Creating Value through C.I.O: Customers, Innovations and Operations

October 21, 2009

Being competitive on price is important, but value creation – the development of new and innovative products and services – is critical for a company to weather the current economic storm and to seize the market as opportunities arise. This session drives you to develop your own strategies for achieving customer intimacy, breakthrough innovations and operational excellence.

Thinking on Your Feet: Setting the Stage for Creative Thinking

November 4, 2009

Today's business environment demands agility and the readiness to respond to novel and complex situations. You must think creatively even under intense time pressure and find fresh approaches to your most pressing and ambiguous problems. This session focuses on the constraints that inhibit our ability to think with flexibility, and delivers potent thinking strategies that prepare you to meet new challenges and create better opportunities as the future unfolds.

The Power of Analyzing Financial Statements

November 11, 2009

The course will introduce the participants to the main financial statements and disclosures produced by public and private companies, the principles underlying the content, format and measurement of these statements and the major tools employed by users of these statements for assessing their business performance, liquidity, prospects and risk.

Building Global Brands on the Web

December 9, 2009

The entertainment and media industry continues to covet the potential goldmine of user data unearthed by audiences' migration from TV and cable to the web. However, in switching your marketing focus online, how do you build your audience? Branding is the key. A strong brand can act as a beacon – a vital means to re-aggregate eyeballs and to build passionate and responsive user communities. This session explores the current reality and future potential of net-based, data driven marketing and delivers strategies for building effective global brands on the web.

Behavioral Decision Making in Teams

January 13, 2010

Why do smart people make bad decisions? This session explores the psychology of decision-making both at the individual and the group level. It addresses the common decision making traps that lead good managers to make unfortunate moves, navigates the pros and cons of the "wisdom of crowds" and delivers strategies for becoming a more influential group member.

Technology Strategy: Managing Innovation

February 3, 2010

Why is the technological innovation process so difficult to manage? This session develops and examines frameworks that you can use to predict which projects are likely to generate profits and impact for your organization.

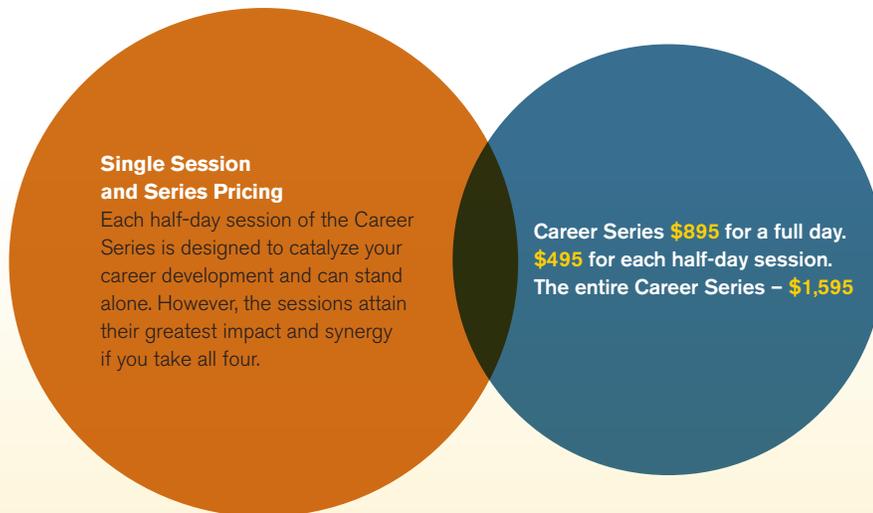
UCLA Certificate in Executive Development

Select the ten Executive Series sessions that best fit your needs. Along with the certificate, you receive:

- Substantially discounted pricing – a savings of **\$1,450.00** over single session pricing
- 3 executive coaching sessions
- A "Birkman Method" assessment analyzing your personal leadership style

The Career Series

Advancing your personal development is critical to your success. The Career Series is comprised of four half-day sessions paired into two highly experiential days that focus on accessing, understanding, and practicing the skills required to achieve your unique potential as a leader.



Session One

**The Birkman Method:
A Comprehensive Tool for
Understanding Your Leadership
Behaviors and Strengths**



Session Two

**Presence-Based
Resilience:
Sustaining Your
Capacity to Lead**

June 24, 2009

Session One: The Birkman Method is a comprehensive assessment tool that details your outward behaviors and strengths, your motivational needs and your reactive behaviors. It also measures your overall approach to problem-solving and your ideal work environment. This framework will assist you in developing your leadership edge.

Session Two: We live in extraordinary times. New dynamics, accelerating exponentially in complexity and consequence, are challenging the basic structures that shaped our lives. This session brings out your ability to make bold commitments, stay centered and calm in the midst of turbulence, and lead the way toward a more harmonious and sustainable world.

Session One

**The Networking and
Mentoring Lifestyle**



Session Two

**Personal Branding:
The Business of "You"**

August 19, 2009

Session One: Networking and mentoring are the most powerful ways to discover and uncover your career path and job opportunities. Learn to increase your confidence in your unique networking and mentoring abilities to help you develop more meaningful and mutually beneficial relationships.

Session Two: What do Coke, Nike and Richard Branson have in common? They're all exceptional brands. What's your brand? Personal branding is not about projecting an image for the outside world, it's about unearthing the essence of what makes you a compelling and exceptional individual and using that to achieve your professional goals. This session delivers strategies by which you can elevate yourself above the crowd.

ENROLLMENT & INFORMATION

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