EXECUTIVE LEADERSHIP PROGRAM
FOR MANAGERS AND DIRECTORS

>> 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, Mentor, Facilitator, Coordinator, Monitor, Innovator, and Broker.

This high-impact program is built as a hybrid experience; 50% online (the learning) and 50% classroom application (the doing). Read on to learn the full details!
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.

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 organizational culture. The roles are Leader as Mentor and Leader as Facilitator.

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 deal with innovation in the products and services we produce. The roles are Leader as Innovator and Leader as Broker.

Above: The Executive Leadership Program for Managers and Directors was inspired by the research and teachings of Dr. Robert E. Quinn (pictured above), Professor Emeritus of Management and Organizations at the University of Michigan Ross School of Business. His research and teaching focuses on positive leadership, organizational change and effectiveness. He has published 18 books including:

— Deep Change: Discovering the Leader Within
— The Positive Organization: Breaking Free from Conventional Cultures, Constraints, and Beliefs
— Beyond Rational Management: Mastering the Paradoxes and Competing Demands of High Performance
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.

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**WHY THE HYBRID APPROACH TO LEADERSHIP DEVELOPMENT?**

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The Executive Leadership Program for Managers and Directors

PROGRAM DETAILS: DATES, PLACE, COST, ETC.

PROGRAM DATES

> Earning your Certificate in Leadership Excellence requires that you complete about 15 hours of online content and attend five full-day face-to-face sessions.

In addition to the online content, there are five full-day sessions scheduled about a month apart.

> Thursday, September 17, 2020
> Thursday, October 15, 2020
> Thursday, November 12, 2020
> Thursday, December 10, 2020
> Thursday, January 7, 2021

The sessions are held from 8:30 AM to 4:30 PM with a 30-minute lunch.

PROGRAM LOCATION

> KSU is proud to hold this program at the new KSU Galleria Center, located just south of I-285 and just west of I-75. The new Center is located in the 100 Galleria Building which also houses the popular Georgian Club.

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 COST

>> $3,900 per person

PROGRAM DISCOUNTS

>> We offer a 10% discount to organizations who send 2 or 3 employees and a 20% discount when you send 4 or 5 employees. We also offer a 20% discount to non-profits, military veterans, and KSU alumni.

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 a 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. The university’s vibrant campus culture, diverse population, strong global ties and entrepreneurial spirit, draw students from throughout the region and from close to 100 countries across the globe. A Carnegie-designated doctoral institution, Kennesaw State University is one of the 50 largest public institutions in the country.

Above: The program’s face-to-face sessions, which we call the Application Labs, are held at the new KSU Galleria Center located just south of I-285 and just west of I-75 (see map above)