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 award-winning program is built as a hybrid experience: 50% online (the learning) and 50% classroom application (the doing). The next program starts in October 2019!
### 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.

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**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
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.

WHY THE HYBRID APPROACH TO LEADERSHIP DEVELOPMENT?

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.
The Executive Leadership Program for Managers and Directors

PROGRAM DETAILS: DATES, PLACE, COST, ETC.

PROGRAM DATES

>> Earning your Executive Certificate in Leadership Excellence requires that you complete about 25 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.

> Friday, October 25, 2019
> Friday, November 22, 2019
> Friday, January 24, 2020
> Friday, February 21, 2020
> Friday, March 20, 2020

The sessions are held from 8:30 AM to 4:30 PM with a 45-minute lunch.

PROGRAM LOCATION

>> KSU is proud to hold this program at the new City Springs Complex located in the heart of Sandy Springs, Georgia, just north of Atlanta and easily accessible from the airport. The teaching and learning space located at the City Springs Complex offers state-of-the-art technology with lots of natural light and team work space to create an unique learning experience!

PROGRAM REGISTRATION

There are three ways to register:

>> Call the Coles College Executive Education Center at 470-578-3685.
>> Send an email message to dstotz@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 15% 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 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 Coles College of Business at Kennesaw State University reserves the right to cancel or reschedule a program due to low enrollments or other unforeseen circumstances.