

EXECUTIVE DEVELOPMENT PROGRAM

SEPTEMBER 18, 2013

8:30 AM–4:30 PM

PUBLIC \$995

UD ALUMNI \$945

PARTNER \$870

THE FIVE PRACTICES OF EXEMPLARY LEADERSHIP: LESSONS LEARNED FROM 25 YEARS OF THE LEADERSHIP CHALLENGE

Do you know what separates the average leader from the best? Are you intrigued by what you can do to make yourself viewed as a more credible leader by your boss, direct reports and peers?

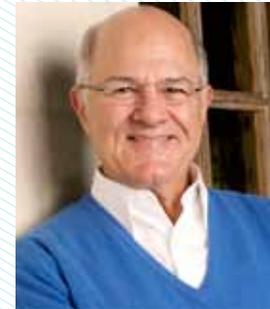
In this workshop, Jim will share the most up-to-date evidence on what leaders do to make extraordinary things happen based on his and Barry's most recent book, *The Leadership Challenge*, 5th edition (2012). This groundbreaking book is now printed in more than 20 languages and has sold over 2 million copies worldwide. Marshall Goldsmith has said, "I think this is the greatest book on leadership ever written..."

Drawing from their extensive database of cases and assessments, Jim will address the most critical lessons learned from his and Barry's most recent investigations – lessons such as:

- How leaders behave explains more of why today's employees feel engaged (or not) in their workplaces than any other factor—by as much as 100 times.
- That trust rules a leader's influence, organizational innovation, brand image, personal credibility, and even a country's wealth.
- The more frequently leaders demonstrate exemplary practices, the more engaged people are in their jobs; it is a matter of both how often and how well leaders do their best.

THIS PROGRAM WILL HELP EXECUTIVES:

- Describe The Five Practices of Exemplary Leadership and how they strengthen a leader's capacity to sustain credibility.
- Articulate the impact of exemplary leadership on engagement, profitability and the overall success of your organization.
- Apply at least one useful leadership technique for improving as a leader in each of the Five Practices.



Jim Kouzes, Ph.D.

Jim Kouzes is the coauthor with Barry Posner of the award-winning and best-selling book, The Leadership Challenge, with over 2 million copies sold and available in 22 languages. He's also the Dean's Executive Fellow of Leadership, Leavey School of Business, Santa Clara University.

The fifth edition of The Leadership Challenge was released in July 2012, marking the 25th anniversary of the book. It debuted at #1 on Amazon's leadership bestseller list. Jim and Barry have coauthored over thirty other publications including Encouraging the Heart, A Leader's Legacy, and The Truth About Leadership. Their book, Credibility: How Leaders Gain and Lose It, Why People Demand It, was chosen by Industry Week as one of the ten best management books of the year.

Not only is Jim a highly regarded leadership scholar, The Wall Street Journal cited Jim as one of the twelve best executive educators in the U.S. Jim is also an experienced executive. He served as president, then CEO and chairman of the Tom Peters Company from 1988-until 2000. Prior to his tenure at TPC he directed the Executive Development Center at Santa Clara University from 1981 through 1987. Jim believes it was on January 20, 1961 when he was first inspired to dedicate himself to leadership. That was the day he was one of only a dozen Eagle Scouts who served in John F. Kennedy's Honor Guard at the Presidential Inauguration.