## **EXECUTIVE DEVELOPMENT PROGRAM**

MARCH 19, 2014 8:30 A.M.-4:30 P.M.

PUBLIC \$995 UD ALUMNI \$945 PARTNER \$870

## HOW LEADERS DELIVER SUSTAINABLE VALUE: THE WHY, WHAT AND HOW OF LEADERSHIP

More has been written about leadership than almost any other topic. Most of us have experiences with both good and bad leaders who have influenced our personal performance and the effectiveness of our organization. In this cluttered landscape, Dave Ulrich has brought clarity for those who want to be better leaders and for those charged with building better leadership in their organizations. In this pragmatic and action-oriented workshop, we will answer three simple questions.

First, why does leadership matter? We will help participants recognize how leadership affects employee productivity and strategic results inside the company and shareholder value and customer loyalty outside the company. This will create a business case for personal and organizational investments in leadership.

Second, what does it mean to be an effective leader? We will identify emerging trends on what it means to be an effective leader. This work focuses on leaders mastering leadership basics (called the leadership code) and understanding unique leadership requirements (called the leadership brand). Participants will be able to define what makes an effective leader and learn how to invest to build better leadership.

Third, how do you sustain leadership? Most leaders know what to do, but don't always do it. We will examine seven disciplines of leadership sustainability and apply them to personal improvements and organizational leadership.

Participants will leave this session with insights and actions that will help them be better leaders and build better leadership in their organizations.

## THIS PROGRAM WILL HELP EXECUTIVES:

- Understand why leadership delivers strategic advantages and value to their organization.
- Define the requirements of effective leadership through the leadership code and their leadership brand.
- Ensure that leadership aspirations are sustained through the seven disciplines of leadership sustainability.



**Dave Ulrich** 

Dave Ulrich is a professor at the Ross School of Business at the University of Michigan and a partner at tThe RBL Group, a consulting firm focused on helping organizations and leaders deliver value. He studies how organizations build capabilities of leadership, speed, learning, accountability and talent through leveraging human resources. He has helped generate award-winning databases that assess alignment among strategies, organization capabilities, HR practices, HR competencies, and customer and investor results.

Ulrich received the Lifetime Achievement Award from HR Magazine in 2012 for being the "father of modern human resources." In 2011, he was ranked the No. 1 most influential international thought leader in HR by HR Magazine. The same year, he was ranked No. 23 on the Thinkers50 list as a management thought leader and was ranked in the Top 100 Thought Leaders in Trustworthy Leadership Behavior.

Ulrich has published more than 200 articles and book chapters along with more than 25 books. Besides being a No. 1 best-selling author, he is a highly sought-after consultant and speaker Ulrich is also a graduate of Brigham Young University.