

Leadership Development/Executive Education For High Potentials

Moving beyond traditional university-based executive and leadership programs, Clemson University offers an opportunity for your organization to create a unique leadership development experience—one that meets the specific needs for your organization and your leadership team. Clemson is prepared to conduct customized leadership programs that address not just the basic fundamentals covered by the others, but focused on the challenging, tough issues faced by your organization, such challenges as

- ◆ Turning strategy into effective action
- ◆ Understanding and meeting employee needs while maximizing organizational outcomes
- ◆ Human asset management
- ◆ Addressing the management challenges that come with technological advancements such as 24-7 access, global workforces and teams, and remote management
- ◆ Creating and leading high performing teams.

In addition to providing high-quality, highly-regarded instructional content, Clemson University provides hands-on activities, exercises and simulations that will enable you and your leadership team to gain experience and feedback in a safe learning setting of choice. Examples include team-building exercises, team work challenges, group and individual case exercises, scenario planning, short role-play experiences, multi-perspective personal feedback, etc.

Example Executive Education Program

Strategy

- ◆ Strategy Development
 - Understanding the importance and business case for strategy
 - Importance of strategic thinking for sustainable competitive advantage
 - Strategy vs. tactics
 - Understanding the process of developing a strategic plan
- ◆ The Marketplace
 - Your Organization's Value Chain
 - Organizational strategic assessment
 - Who are your competitors and what do they have to offer that you don't?
 - Anticipating shifts and changing markets



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Laurie Haughey, Director

Ph. 864-656-3985 or Email hlaurie@clemson.edu

www.clemson.edu/success

- ◆ Your Organization's Unique Value Proposition
 - What is the best strategy for your company and your industry?
 - What does your company have to offer that sets it apart from all the others? What is your unique feature? (If your company does not have a unique feature, Clemson helps identify it so you can capitalize on it.)
- ◆ Aligning Competing Visions
 - Creating an aligned strategic vision
 - Creativity and innovation
 - Translation of concepts and inputs into strategic design
- ◆ Strategy Translation
 - Creating value through strategic decision-making
 - Leading strategic change
- ◆ Strategy Execution
 - Impact of corporate culture
 - Change readiness
 - Leadership and partnership in an environment of continuous change
 - Making strategy everyone's job
 - Creating actionable plans
 - Performance measures/metrics
 - A proven method of breaking down your strategy to prevent communication breakdowns. i.e. Who does what, when?
 - Ethical strategy and execution

Building Capability:

What does behavioral science teach us about the most effective ways of acquiring, developing and deploying people resources?

- ◆ Make vs. Buy: How to decide whether to hire or grow your talent
- ◆ Identifying and Differentiating Talent
- ◆ *Growing* Capability and Talent
- ◆ The Success Model for Your Organization: What drives your organization?
- ◆ Profiling Talent: How do we measure employees to maximize individual and organizational success?
- ◆ Identifying and Removing Barriers to Success
- ◆ Resource Deployment: Tools and Techniques



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Building and Leading Teams

- ◆ Effective Decision-making in Dynamic Systems
- ◆ Creating High-Performance Teams: What makes a high performance team and what are all the practical, required components which ensure success including running on schedule, remaining organized and working well together?
- ◆ Team Dynamics
- ◆ Power and Leadership in Teams
- ◆ Change Management
- ◆ Collaboration and Negotiation
- ◆ Supporting Innovation

Leading Teams and Managing Execution

- ◆ The Role of Leadership in Organizational Strategy
- ◆ Leadership: How Hard Can That Be?
- ◆ Leadership and Management: Understanding the Differences
- ◆ Leadership Success Factor and Derailers
- ◆ Leadership and Social Acumen
- ◆ Building Effective Relationships (Optional Team Building experiences may be included)
- ◆ Effective Communication (Approaches and tools addressing the more challenging communications issues such as communicating tough messages, powerful listening, speaking in question form, etc.)
- ◆ Resiliency in Tough Times

Unique Considerations

- ◆ Globalization (Global Markets and Global Operations)
 - Intercultural and Multicultural Aspects. (International business etiquette as it relates to culture differentiations.)
 - Time and Distance Factors to be considered which include everything from when to place a call into a different time zone to logistics and lead times required.
- ◆ Technology Impacts
 - Technological Requirements and the Speed of Change. (Technology cycle times, potential technology obsolescence and foreseen impact on your end users.)
 - Asynchronous and Remote Work Patterns
 - Communication Challenges

Other Topic Considerations: Additional major segments of a full curriculum that could be done in subsequent weeks of a multi-week program or replacing some of the above modules

- ◆ Finance
- ◆ Marketing
- ◆ Operations



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