> Executive Education Programs

KENNESAW STATE UNIVERSITY

Format:

Hybrid Model
40% Mobile Learning
60% Classroom Application

Academic Model:

Competing Values Framework

Program Developer:

Michael J. Coles
College of Business at Kennesaw State University

Credential:

Certificate in Leadership Excellence



EXECUTIVE LEADERSHIP PROGRAM

FOR MANAGERS AND DIRECTORS



Sample Video: Defining the key components of leadership excellence. View video here.



Sample Video: Executive Virginia Means talks about effective delegation. View video here.

>> 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!



Sample Video: Professor Steve Olson introduces the 8 leader roles. View video here.



Sample Video: Executive Everett Darby talks about innovation and change. View video here.

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The Executive Leadership Program << for Managers and Directors

Leader as Mentor
Understand Self
Develop/Coach Others
Communicate Effectively

Leader as Facilitator
Build & Lead Teams
Manage Conflict
Foster Collaboration

Leader as Monitor
Manage Information
Monitor Performance
Measure Quality

Leader as Coordinator
Design the Work Flow
Lead & Manage Projects
Drive Efficiencies



Leader as Innovator
Lead Positive Change
Think Creatively
Cultivate Innovation

Leader as Broker
Nurture Relationships
Negotiate Agreements
Present Inspiring Ideas

Leader as Producer
Drive Productivity
Build a Positive Culture
Manage Time & Stress

Leader as Director
Communicate the Vision
Set Strategic Goals
Delegate Effectively

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 to 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 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.

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**.

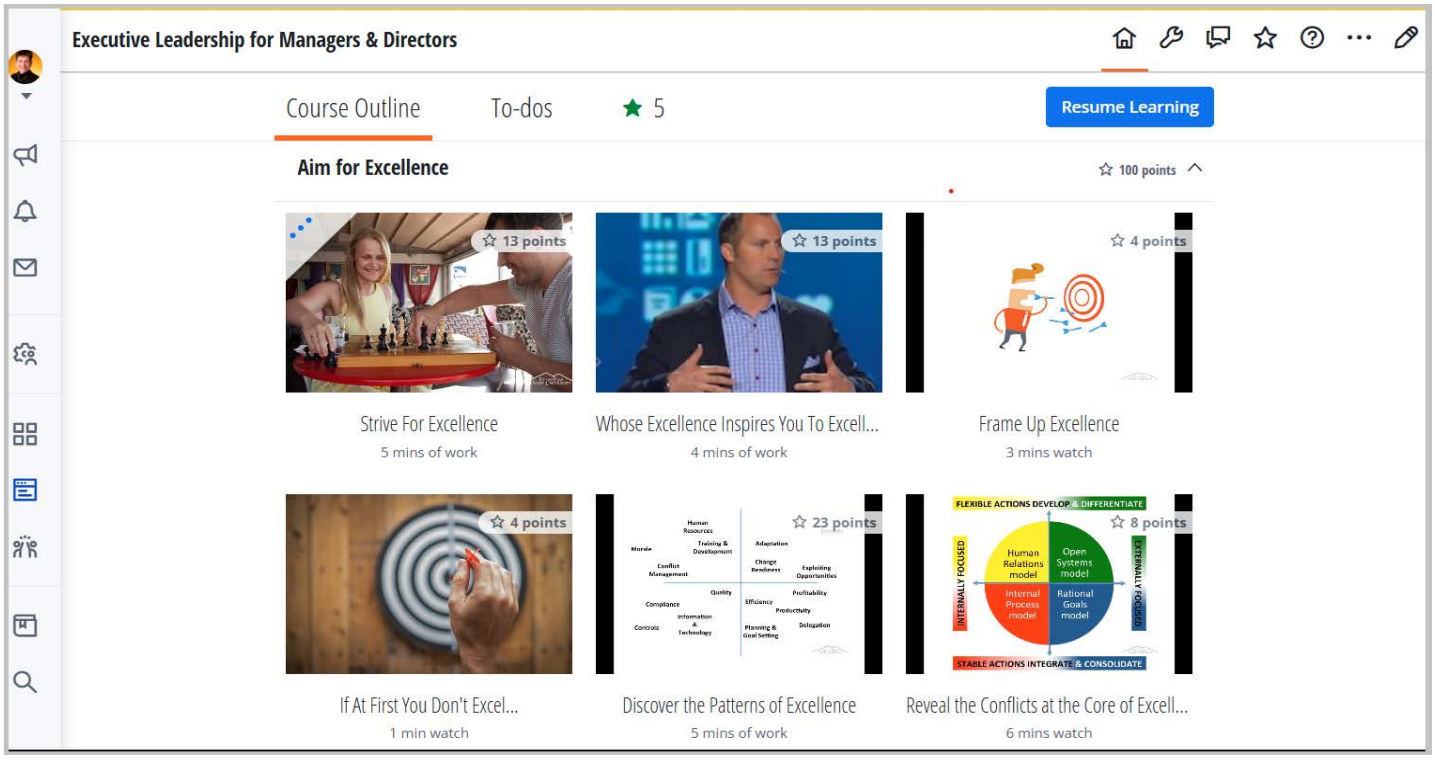
The Collaborate Quadrant: Activities that develop people and create a positive organizational culture. The roles are Leader as **Mentor/Coach** and Leader as **Facilitator**.

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**.

> Executive Leadership Program for Managers and Directors

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WHY THE HYBRID APPROACH TO LEADERSHIP DEVELOPMENT?

>> 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.



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.

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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 20 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, August 26, 2027
> Thursday, September 23, 2027
> Thursday, October 21, 2027
> Thursday, November 18, 2027
> Thursday, December 16, 2027

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

PROGRAM LOCATION

> KSU is proud to hold this program at KSU Center, located just across from KSU's main campus and just east of I-75, Exit 271. The KSU Center is located at 3333 Busbee Drive NW, Kennesaw.

PROGRAM REGISTRATION

There are three ways to register:

> Online: ColesCollege.com/ExecEd

> Phone: Coles College Executive Education at 470-578-6050 or 470-578-3414.

> Email: bluther@kennesaw.edu



The program's face-to-face sessions, which we call the Application Labs, are held at the KSU Center located just east of I-75, Exit 271 - Chastain Rd.



Who should attend the Executive Leadership Program for Managers & Directors?
The answer: Any professional who wants to reach their full potential as a leader, innovator and change-maker. You will work in close collaboration, both online and in-person, with other high-performing professionals.



Now is the time to invest in you! Register for this program and earn a new credential that can accelerate your career and perhaps change your life.

PROGRAM COST

>> $3,900 per person

PROGRAM DISCOUNTS

> We offer special pricing for organizations who send multiple employees to the program. Special pricing also available for 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**.

> Kennesaw State University, a leader in innovative teaching and learning, offers more than 150 undergraduate, graduate and doctoral degrees to its 50,000+ students. With 11 colleges on two metro Atlanta campuses, Kennesaw State is a member of the University System of Georgia and the second-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 research institution, Kennesaw State University is one of the 50 largest public institutions in the country.