

THE LEADER

Dr. Gerald Graham is a recognized expert in the area of leadership. After serving for over seven years as the Dean of the Barton School of Business at Wichita State University, Dr. Graham currently holds the R. P. Clinton Distinguished Professor of Management Chair.



Dr. Graham is the author of numerous management textbooks and his research has been published in many elite journals and professional publications. His research has also been cited in a wide variety of publications including the best selling book *1001 Ways to Reward Employees*. His practical advice for managers and leaders has appeared in newspapers around the country including the *San Francisco Examiner*, *The Kansas City Star* and *The Cincinnati Inquirer*. Dr. Graham currently writes a regular column, "Executive Leadership" for the *Wichita Business Journal*.

Renowned throughout the country for his engaging style and practical solutions to difficult problems, Dr. Graham has led training and development programs for more than 500,000 participants in 44 states and in every Canadian province. He is nationally recognized for his expertise in the area of management and leadership and for his stimulating, interactive presentations to diverse business audiences and professional organizations.

THE CANDIDATES

Leadership ELITE is designed specifically for experienced managers who wish to further develop their leadership skills. Leaders who want to sharpen their existing skills, discover new solutions to age-old problems, or who want a jolt of fresh enthusiasm at this point in their careers, will also benefit.

Leadership ELITE will equip the most promising people in any organization to move to the next level.

THE BENEFITS

Leadership ELITE will help you build and maintain a culture that promotes trust, integrity and high performance. Leadership ELITE will...

- Give you a framework and specific tools to strengthen your existing leadership abilities.
- Build on your current leadership competencies by heightening your awareness of blind spots and behaviors that reduce your effectiveness.
- Increase your flexibility to meet the daily demands of influencing and changing the way people perform.
- Afford you an opportunity to interact with your professional peers to share and learn from one another.
- Provide a risk-free setting to debate, challenge and grow from interaction with a recognized expert.

THE PROGRAM

Leadership requires a plan. Through interactive learning using real-world dilemmas, small group exercises, active discussion and networking, Leadership ELITE emphasizes practical approaches to the key qualities and essential skills for effective leadership.

Leadership: What Is It?

- What is the role of a leader?
- What do leaders do?
- How do leaders differ from managers?
- What is the purpose of leadership?
- What are core values?
- How to identify leader readiness
- Can I be a leader?

How Leaders Empower Subordinates

- What does empowerment mean?
- How has the concept of empowerment evolved?
- Four benefits of empowering employees
- Examples of empowerment
- How effective leaders embrace empowerment
- How to reduce actions that destroy empowerment

How Leaders Instill Trust Within and Between Departments

- What is trust?
- What behaviors increase trust?
- How to reduce barriers between departments
- A step-by-step process for increasing trust
- How an increase in the trust level impacts organizations
- How to identify pitfalls that potentially destroy trust

How Leaders Instill Teamwork and Cooperation

- How competitive and cooperative behaviors differ
- Four requirements of cooperative teamwork
- Three common teamwork problems
- Problems caused by competitive behaviors
- Advantages of competitive behaviors
- How leaders instill cooperative behaviors
- Requirements for continued cooperative behaviors

How Leaders Deal with Employee Attitudes

- What are attitudes?
- How are attitudes developed?
- How to determine employee attitudes
- The impact of attitudes on performance
- Can attitudes be changed?
- How to lead employees with positive attitudes
- How to handle employees with negative attitudes

How Leaders Improve Performance and Morale

- The keys to high performance
- The role of measurement in performance
- How leaders handle top performers
- How leaders handle poor performers
- How are performance and morale related?
- Which comes first—performance or morale?

How Leaders Develop Employees

- What is talent, knowledge and wisdom?
- How to conduct a development interview
- How to access talent
- How to develop skills
- Pitfalls of a typical development program

How Effective Leaders Handle Change

- Four common organizational changes
- A model to understand change
- Why people resist change
- How to overcome resistance to change
- How to execute change you disagree with

CMD Training Center
Wichita State University
Woodman Alumni Building
4205 E 21st Street

Leadership ELITE

a transforming certificate program

REGISTRATION FEE: The program fee of \$1995 includes course materials, refreshments, parking, Continuing Education Units (CEU), Professional Development Units (PDU) and a handsomely framed Leadership ELITE certificate for each person who attends at least seven of the eight sessions.

TO ENROLL: Register on-line, return the enclosed enrollment form or call today to reserve your place in this unique learning experience.

CANCELLATION POLICY: Cancellations received three weeks prior to the program will receive a full refund minus a \$50 processing fee. Cancellations made fewer than three weeks are subject to a 50% cancellation fee. Substitutions may be made at no cost up to the first day of the program. No refunds will be given and no substitutions will be accepted if cancellation occurs after the program begins.



www.cmd.wichita.edu/LE



Complete form and mail with payment to: Center for Management Development, Wichita State University, 1845 Fairmount, Wichita, Kansas 67260-0086



Call: (316) 978-3118 or 800-992-6345.



Complete form and fax to: (316) 978-3962 or 877-240-2569.

Name _____

Title _____

Name (as you'd like it to appear on your name badge) _____

Name (as you'd like it to appear on your certificate) _____

Organization _____

Mailing Address _____

City, State, Zip _____

Office Phone _____ Fax _____

E-mail _____

Payment

Payment Enclosed Bill to Company:
Charge to Credit Card: Visa MasterCard Discover American Express

No: _____ Attn: _____

Exp. Date _____ P.O. # _____

Cardholder _____

LEADERSHIP IS...

the most important aspect of organizational success. Leaders provide vision. Leaders have the ability to lift others to tackle and complete tasks that seem impossible. Leaders influence our lives in deep and profound ways. Leaders change us and the organizations and industries in which they operate.

There is no simple leadership equation. There are, however, leadership principles and dimensions that each of us must explore, embrace and internalize if we are to become more effective leaders in our professional and personal lives.

This program is designed as an intense learning environment shared with peers and Wichita State University's most distinguished business educator... Dr. Gerald Graham.

THE HIGHLIGHTS

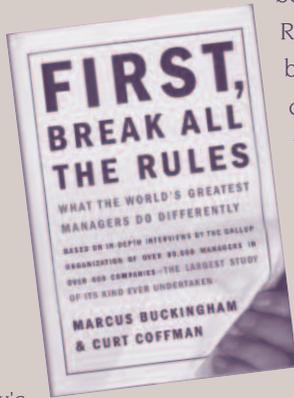
Leadership ELITE is an exclusive and rich learning experience that transforms managers into leaders by creating the skills necessary to meet today's business challenges and turn vision into reality.

- Emphasizing the timeless qualities and behaviors of proven leaders, rather than the latest jargon and fads, you will see how your beliefs and practices match up with those of Colin Powell, Jack Welch, Lee Iacocca, Gordon Bethune, Rudolph Guiliani, Sam Walton and Mary Kay.

- Analyzing selected readings in the best-selling book, *First, Break All the Rules*, based on extensive research by the Gallup organization, you will compare your ideas and practices to those of successful leaders.

- Using the CMD's cutting-edge CPS response system as a tool for self-discovery, you will record your individual responses to a series of decision episodes throughout the course. At the end

of the program, you'll receive a personal profile portraying your flexibility, and how well you make decisions and apply solutions compared to a proven model for success.



CENTER FOR MANAGEMENT DEVELOPMENT

W. Frank Barton School of Business
Wichita State University
1845 Fairmount
Wichita, Kansas 67260-0086

Telephone 316-978-3118 / 800-992-6345
Fax 316-978-3962 / 877-240-2569
www.cmd.wichita.edu/LE

NONPROFIT ORG.
U.S. Postage
PAID
Wichita KS
Permit 392

LEADERSHIP IS...

the most important aspect of organizational success. Leaders provide **VISION**. Leaders have the ability to **LIFT** others to tackle and complete tasks that seem impossible. Leaders **INFLUENCE** our lives in deep and profound ways. Leaders **CHANGE** us and the organizations and industries in which they operate.

CMD
CENTER FOR
MANAGEMENT
DEVELOPMENT
1845 Fairmount
Wichita, KS 67260-0086
316-978-3118
800-992-6345
www.cmd.wichita.edu/LE



Like us on facebook



"The most dangerous myth is that leaders are born.

In fact, the opposite is true. Leaders are made rather than born. Failing organizations are usually over-managed and under-led."

—Warren G. Bennis, *best selling author and Distinguished Professor and Founding Chairman of the Leadership Institute at USC.*

Leadership ELITE

a transforming certificate program