

# LEADERSHIP ELITE

➔ Leadership Development

## WHO SHOULD ATTEND?

LEADERSHIP ELITE is designed for experienced managers and 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.

## THE HIGHLIGHTS

LEADERSHIP ELITE is an exclusive and rich learning experience that analyzes the best-selling book, *First, Break All the Rules*, based on research by the Gallup organization.

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, Rudolph Giuliani, Sam Walton and Kendra Scott.

Using a customer 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.

**CMD** Center for Management Development



**Substitutions/Cancellations/Reschedules:** Substitutions are free and must be done prior to the start of the class or program. Cancellations or rescheduling must be received in writing and full refunds will be given up to four business days prior to the start of class. Any cancellation or reschedule submitted with three or less business days' notice is subject to a \$35 charge on 1- or 2-day classes, and a \$75 charge on Certificate programs. No refunds after the first day of the class or program.

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**LEADERSHIP ELITE**  
*Certificate Program*

8 Sessions • \$3,000  
 Sept. 16 - Nov. 4, 2025  
 Monday's 9:00 - 12 Noon  
 Woolsey Hall  
 Conference Room 231  
 WSU Campus

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Leadership Elite is an interactive eight-week program using real-world dilemmas, group exercises and active discussion to empower leaders to increase their individual success and maximize their impact on their organization.

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LEADERSHIP ELITE is designed as an intense learning environment shared by Wichita State University's most distinguished business educator, Dr. Gerald Graham.



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**DR. GERALD GRAHAM**

is currently the R. P. Clinton Distinguished Professor of Management and former Dean of the Barton School. He has made management presentations to more than 750,000 participants in 46 states, Canada, Mexico and Slovakia. He also has been the recipient of the Wichita State University Excellence in Teaching Award and the Barton School of Business Teaching Award (multiple times).

Dr. Graham's latest book is titled, *Lead: How Effective Leaders Get Things Done*, is available at: [cmd.wichita.edu](http://cmd.wichita.edu). He has also written four management textbooks, which have been adopted nationally, and numerous research articles. Dr. Graham has written more than 500 columns on leadership that have appeared in newspapers and journals in the United States.

Dr. Graham is a past president of the board of directors of Goodwill Industries of Kansas and a former board member of U. S. Restaurant Properties, Inc., and the United Way of the Plains. Graham has served in several administrative capacities at Wichita State University including Chair of the Administration Department, Director of the Center for Entrepreneurship and Dean of the Barton School of Business.

**// THE COURSE //**

8 Sessions • \$3,000

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# ➔ LEADERSHIP ELITE 8-week curriculum

**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.

## 1 Leadership Practices

- Four leader styles
- Which leader are you more like?
- How adaptable is your style?
- How to determine leader readiness

## 2 Measure and Engage

- Why metrics are important
- How to use the Q-12 Survey
- Five suggestions for retaining high performers
- Four ways to encourage empowerment

## 3 Trust Within and Between Departments

- Do most employees change their core behaviors?
- The four keys to successful leadership
- Four symptoms of lack of trust
- Three principles for increasing trust

## 4 The Role of Talent in Resolving Conflict & Improving Teams

- Two common talent myths
- Why you should select for talent
- Why conflict resolution is critical
- Four effective teamwork practices

## 5 Focus on Outcomes, Not Attitudes

- Why outcomes are more important than processes
- Three instances where processes are critical
- Four suggestions for improving outcomes
- Three suggestions for dealing with employee attitudes

## 6 Motivate by Focusing on Strengths

- How your personality impacts your leadership
- Why strength-building works better than weakness-fixing
- How to identify your strengths
- Why coach stars?
- How to handle marginal performers

## 7 Staff Development and Change

- Four career-development cautions
- Three ways to create heroes in every role
- Five common organizational changes
- Four reasons why employees resist some changes
- Three strategies for implementing change
- Five suggestions for handling mandated changes

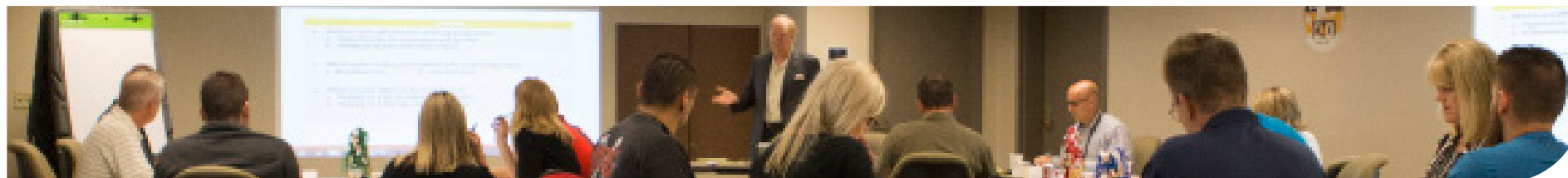
## 8 Improve Performance Management

- How to evaluate four selection tools
- Four suggestions for checking references
- Five suggestions for improving performance appraisals
- How to use PIP's more effectively

### The Benefits

Leadership Elite will help you build and maintain a culture that promotes trust, integrity and high performance by:

- Giving you a framework and tools to strengthen your leadership
- Heightening your awareness of blind spots and behaviors that reduce your effectiveness
- Increasing your flexibility to influence people's performance
- Interacting with your professional peers to share and learn from one another
- Providing a risk-free setting to debate, challenge and grow from interaction with a recognized expert



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