



2007

Executive Education Programs

## 2-Day Workshops

The Art & Science of Leadership  
The Six Sigma Champion: Role and Responsibilities  
Strategic Innovation to Drive Organic Growth  
Strategy Execution: The Most Critical Leadership Competency  
Ethical Leadership: Transforming Values into Action  
Negotiation Skills: Conflict Resolution and Influencing Others  
Applied Change Management: Effectively Implementing Change  
Marketing Strategies: Building Brands and Driving Sales

# 2-Day Workshops

The Georgia Institute of Technology is consistently ranked as one of the top 10 universities in the country by *US News and World Report*. The Georgia Tech College of Management is fast becoming one of the top providers of executive development workshops and certificate programs in the Southeast. This postcard provides an overview of the workshops scheduled for 2007. Visit Georgia Tech's executive education web site at [www.execinfo.org](http://www.execinfo.org) for details on content, professor profiles, and registration options.

## The Art & Science of Leadership

**Monday and Tuesday, January 29-30, 2007; 8:30 am - 4:30 pm**

Managers today must be skilled in the art and science of leading both people and projects. Georgia Tech professors will facilitate innovative discussions on how leadership can be shaped, learned, nurtured, coached, and modeled. Program participants will walk away with a deep understanding of the difference between managing and leading and why both are important; best practices in succession planning and the retention of talent; and the leader's role in creating positive change at all levels of the organization.

## The Six Sigma Champion: Role and Responsibilities

**Monday and Tuesday, February 5-6, 2007; 8:30 am - 4:30 pm**

A common six sigma myth is that it is just a training program. Companies that take that approach fail to reach their desired goals and in most cases the six sigma effort fails. This workshop is designed to help executives understand the best practices for setting up a six sigma program. Participants will discover how to build a sustainable six sigma infrastructure; select and prioritize six sigma projects; and communicate the benefits of the DMAIC methodologies.

## Strategic Innovation to Drive Organic Growth

**Monday and Tuesday, March 5-6, 2007; 8:30 am - 4:30 pm**

The key to success is knowledge and innovation. You have to learn faster than the world is changing, and you need innovative techniques to apply that knowledge. This workshop focuses on understanding the imperative for building innovation capability and developing an innovation operating model. Participants will discuss Christensen's approach to solving the "Innovator's Dilemma;" analyze the essential leadership behaviors needed to develop innovation strategies; and review best practices for developing a creative culture.

## Strategy Execution: The Most Critical Leadership Competency

**Wednesday and Thursday, March 7-8, 2007; 8:30 am - 4:30 pm**

A company's success is ultimately dependent on the ability of its executives to execute. Recognizing the importance of execution is just a first step—what companies continue to find is that the ability to execute is uneven. Fortunately, this skill—the ability to understand how to align strategy, operations, and resources—is one that can be developed. Discover the latest thinking in how to develop the ability to execute by understanding the importance of communications and the responsibilities of both leaders and followers.

To Register by Phone, call **404.894.8700 or 800.815.7662**

## **Ethical Leadership: Transforming Values into Action**

**Monday and Tuesday, February 12-13, 2007; 8:30 am - 4:30 pm**

The workshop facilitators, in a truly innovative style, will address the ethics of leadership from an impressive number of perspectives including traditional business ethics models, ancient philosophy and classical literature. Participants will discuss and answer Machiavelli's question: "Is it better to be loved or feared?" They will also address key questions of "What can today's business leaders learn from Plato and Aristotle? and "Who or what's to blame for recent corporate ethical lapses?" Participants will learn proven methods for communicating values and teaching business ethics to subordinates.

## **Negotiation Skills: Conflict Resolution and Influencing Others**

**Wednesday and Thursday, February 14-15, 2007; 8:30 am - 4:30 pm**

This workshop focuses on proven methods for improving your negotiation and influencing skills. Effective influencers get valued resources, maintain and build relationships, and gain people's trust. Program participants will explore the five major principles of influence that are universal across cultures; methods for establishing credibility through expertise and relationships; understanding the "dual concerns" model for conflict management; and discover practical tools that help managers avoid the most common negotiation mistakes.

## **Applied Change Management: Effectively Implementing Change**

**Monday and Tuesday, May 7-8, 2007; 8:30 am - 4:30 pm**

Managers today must be skilled in leading change at all levels of the organization. This action learning workshop provides the strategies and tools for effectively planning, communicating, and implementing a major change initiative. This workshop includes the ExperienceChange™ simulator. The simulator allows program participants to build on their classroom experience and learn by doing. Each team, as change consultants hired by a fictional company, will be required to plan and implement a strategic shift necessary to save the company.

## **Marketing Strategies: Building Brands and Driving Sales**

**Wednesday and Thursday, May 9-10, 2007; 8:30 am - 4:30 pm**

Managers at all levels need to understand and appreciate the importance of marketing and brands. Georgia Tech marketing professors will provide an intensive look into the market planning process and how to best build bridges between marketing and sales. Participants will learn best practices in developing a competitive marketing strategy; proven tools for creating and rejuvenating brands; methods for building customer value models and customer relationship management (CRM) systems; and evaluating how to maximize sales through your marketing communications strategy.

# Earn a **Georgia Tech** Certificate in General Management



## Certificate in General Management

You can earn a Georgia Tech Certificate in General Management by taking a minimum of four of the eight workshops during a two-year period. Workshop attendance and the completion of a post-program assessment form is required for participants interested in earning the certification. Please indicate your certification intentions when you register for your first workshop.

## Registration Information

Each workshop is \$1,900 per person and includes workshop tuition, instructional materials, case studies, lunch, refreshments, parking and Internet access. Workshops are held at the Georgia Tech College of Management in Midtown Atlanta. Discounts are available to companies sending three or more employees to the same workshop. Call Laura Day at 404.894.8700 for details or visit [www.execinfo.org](http://www.execinfo.org).

## Special Discounts for Nonprofits

Small nonprofits may qualify for a special discount through the Georgia Center for Nonprofit's Open Seat Matching Program. Visit [www.gcn.org](http://www.gcn.org) or call 678.916.3000 for details.

## Interested in Online Workshops?

Please contact Dan Stotz at 404.894.1887 if you are interested in learning about our future online workshops.



Georgia Tech's Huang Executive Education Center offers state-of-the-art teaching and learning classrooms at our campus in Midtown Atlanta. You can take a virtual tour of our facilities at [www.execinfo.org](http://www.execinfo.org).

To register by phone, call **404.894.8700** or **800.815.7662**

# Executive Education Program Calendar

PROGRAM CATEGORY		SPRING 2007			
	Jan.	Feb.	March	April	May/June
<b>2-Day Workshops</b>					
The Art and Science of Leadership	29-30				
The Six Sigma Champion: Role and Responsibilities		5-6			
Ethical Leadership: Transforming Values into Action		12-13			
Negotiation Skills: Conflict Resolution and Influencing Others		14-15			
Strategic Innovation to Drive Organic Growth			5-6		
Strategy Execution: The Most Critical Leadership Competency			7-8		
Applied Change Management: Effectively Implementing Change					7-8
Marketing Strategies: Building Brands and Driving Sales					9-10
<b>5-Day Programs with Certificate Options</b>					
Management Development Program (Five Consecutive Fridays)			2,9,16,23,30		
Finance and Accounting for the Non-Financial Manager (All Day Saturday 2/24 plus consecutive Monday afternoons, 3-6 p.m.)		24 (All Day) 26	5,12,19,26	2,9,16,23	
Advanced Financial Analysis Program (3-hour Sessions, 3-6 p.m.)	30	13,27	13,27	10,24	15
<b>8-Day and 12-Day Certification Programs</b>					
Six Sigma Green Belt Program (8 Days)	22-25	19-22			
Six Sigma Black Belt Program (12 Days)	22-25	19-22	19-22		
IT Management Program (8.5 Days)			26-29	23-27	
Project Management Leadership Program (8 Days)			12-15	16-19	
Executive Program in Global Business (8 Days)			19-22	23-26	
Leadership Program for Engineers, Technologists and Scientists				30, May 1-3	June 4-7
<b>Special Events for Executives</b>					
The Leadership Forum at Georgia Tech (1/2 Day Sessions, 8-Noon)		13	13		15

**Registration Information:** The workshop price is \$1,900 and includes Georgia Tech instructional fees, program binders and materials, case studies, book (when applicable), lunch at the Georgia Tech Hotel executive dining room, morning and afternoon refreshments, parking, and Internet access. To register for a workshop, visit [www.execinfo.org](http://www.execinfo.org) or call 404.894.8700. Program offerings, dates and prices subject to change.

**Custom Programs:** Georgia Tech can customize training programs to meet an organization's unique executive development needs. Our major clients include GE Corporate, GE Energy, Coca-Cola Enterprises, Piedmont Healthcare, Waffle House Corporation, and the FBI Crime Labs. For more information contact Dan Stotz, director of executive programs, at 404.894.1887 or [dan.stotz@mgt.gatech.edu](mailto:dan.stotz@mgt.gatech.edu).

Visit [www.execinfo.org](http://www.execinfo.org) for complete program descriptions, prices and registration options.



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