UC Davis Executive Education
Open Enrollment Programs 2017

UC Davis Graduate School of Management Executive Education invites you to partner with us on your leadership development journey. Our series of open-enrollment programs offer you the resources, tools, connections, strategies and know-how to drive sustainable change aligned with your company’s business objectives.

Leadership

**Becoming a Trusted Leader**
*January 20, 2017 | Davis Campus*
*July 18, 2017 | Bay Area Campus*
*Fee: $750*

This program is designed to help you understand why being trusted is essential to leadership effectiveness, how your current trust relationships reveal your individual propensities for building specific types of trust and how you can demonstrate trustworthiness as a successful leader.

**Building and Leading Great Teams**
*May 12, 2017 | Davis Campus*
*Nov 14, 2017 | Bay Area Campus*
*Fee: $1,500*

In this program, you will be introduced to the theory and practice of building, fixing, managing, and leading high-impact teams. You will learn important team concepts and skills from team exercises in a safe, learning-rich environment. Lecture time is minimal. Learning by doing is emphasized.

**Building Team Collaboration and Performance: The UC Davis Rowing Experience!**
*Spring/Summer 2017 | Davis Campus*
*Fee: Varies by group size*

This program provides corporate clients the opportunity to enhance team collaboration and performance by providing classroom learning around the theory behind leadership and strong-performing teams, coupled with an experiential learning program on the water, led by the UC Davis Crew Team.

**Effective Negotiations: Strategies and Tactics**
*June 30, 2017 | Davis Campus*
*Dec 12, 2017 | Bay Area Campus*
*Fee: $1,500*

In this program, you will be introduced to the science and art of negotiating successfully, in business and in life. By learning and practicing negotiating basics in this program, from preparation to getting to “yes”, you will dramatically improve your confidence entering important negotiations, and the outcomes from those negotiations.

**Evaluating and Rewarding People**
*January 20, 2017 | Davis Campus*
*July 18, 2017 | Bay Area Campus*
*Fee: $750*

In this program, you will discuss and practice giving effective performance feedback, both as part of a formal evaluation process and informally throughout the year. You will also discuss pay and the considerations involved in making the very important decisions about how to allocate rewards.

**Maximizing your Mentoring and Developmental Network**
*June 6, 2017 | Bay Area Campus*
*Dec 1, 2017 | Davis Campus*
*Fee: $750*

In this program, you will build understanding of what effective mentoring and developmental networks look like, the principles that make these networks so effective, and common challenges people face in building and maintaining effective developmental relationships.

**Pitching Creative Ideas**
*February 10, 2017 | Davis Campus*
*August 15, 2017 | Bay Area Campus*
*Fee: $750*

In this program, you will learn how to pitch creative ideas in two contexts: When you are the idea generator and want others to support (and fund) your idea, and when you are not the idea generator, but want to improve upon a team member’s idea.

**Strategy Bootcamp: Fundamentals in Strategic Management**
*November 3, 2017 | Davis Campus*
*Fee: $1,500*

Regardless of whether you earned your MBA in the classroom or learned your management skills in the boardroom, this program will incorporate all of the learning you wish you hadn’t forgotten. Using mini-cases and exercises, you will refresh or build your strategic analysis toolkit, enabling you to be the best you can be as a leader in your organization.

**Strategy Bootcamp: Complex Problem Identification and Communication Skills**
*December 8, 2017 | Davis Campus*
*Fee: $1,500*

In this program, you will learn the key tools that business strategy consultants use to frame and analyze problems and communicate recommendations. Using mini-cases and exercises, you will learn and practice using the three key ‘wrenches’ in the strategy consulting toolkit.

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Human Resources & Organization Development
Building your Strategic Bench: Interviewing with Purpose
February 6, 2017 | Bay Area Campus
August 4, 2017 | Davis Campus
Fee: $1,500
Employee turnover is a major issue in business today. One cause of turnover is employee dissatisfaction caused by poor job fit. In this learning lab workshop, you will learn the theory behind proper interviewing while building a strategic plan to enhance your interviewing skills and the success of your organization when it comes to bringing in new talent.

Building your Strategic Bench: Visionary Succession Planning
March 6, 2017 | Bay Area Campus
September 15, 2017 | Davis Campus
Fee: $1,500
Whether your company has a fully established succession plan or has not dedicated any time or resources to this critical activity, this program will develop your expertise to enhance current plans or begin the discussions needed to engage the organization in a strategic planning session.

Implementing Successful Organizational Change Initiatives
July 28, 2017 | Davis Campus
January 29, 2018 | Bay Area Campus
Fee: $1,500
In this program, you’ll learn the tools and techniques needed to successfully navigate through the murky and often turbulent waters of change. You’ll build the skills needed to move from ignoring change to engaging change for the future success of your organization.

Finance
Analysis of Financial Information
October 6, 2017 | Davis Campus
Fee: $1,500
In this program, you will learn to understand the sources and decision usefulness of your company’s financial information. Using cases based on current events, you will learn how to analyze financial statements to communicate important insights into your company’s operating, investing, and financing decisions. We will also discuss various elements of the infrastructure of financial reporting that leads to high quality financial information.

Advanced Analysis of Financial Information
October 20, 2017 | Davis Campus
Fee: $1,500
In this program, you will build our financial acumen by discussing the earnings forecasting process and how the discretion in financial reporting can influence such decisions at your organization. In addition, the program will provide you with insights into the variation in financial reporting quality across companies and over time, as well as the implications that this causes your stakeholders.

Strategic Marketing & Data Management
Building a Customer-Centric Strategy
June 7, 2017 | Bay Area Campus
November 17, 2017 | Davis Campus
Fee: $1,500
In this program, you will first establish what customer centricity means to you and why it fundamentally differs from strategies of the past. You will then examine the leadership approaches that your firm can use to build customer-centric cultures, and end by reviewing examples of customer-centric strategy shifts made by firms in several areas including innovation, pricing, sales and marketing.

Developing Customer Analytics for Decision Making
May 19, 2017 | Davis Campus
September 12, 2017 | Bay Area Campus
Fee: $1,500
This program is designed to cover customer analytics via descriptive and predictive methods. In the program, you will develop customer metrics by observing behavior and then using those metrics to devise marketing plans that take advantage of this new information to improve your firm’s key objectives.

Consortium Pricing
A diverse business landscape calls for diverse program offerings, which is exactly what we offer. No two organizations encounter the exact same obstacles or have the exact same needs, so we empower you to choose the program offerings that best meet the needs of your diverse workforce. By engaging with us at one of our consortium levels, your organization can pick and choose the programs that best meet the training and development needs of your people. At all levels, program days can be used by multiple individuals within your company, for any mix of programs in our portfolio.

Become a Platinum Consortium Member for $50,000
As a platinum consortium member, your organization receives 50 program days to be used within one year of enrolling at this level.

Become a Gold Consortium Member for $25,000
As a gold consortium member, your organization receives 22 program days to be used within one year of enrolling at this level.

Become a Silver Consortium Member for $10,000
As a silver consortium member, your organization receives 8 program days to be used within one year of enrolling at this level.

Questions? Contact Angela Stopper at UC Davis Graduate School of Management Executive Education.
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