

**Leadership** jumpstart.  
**Level up** for the future.

# Building Back Better:

A Leadership Bootcamp for a Sustainable Recovery



**Schulich**  
School of Business  
York University  
**Executive Education Centre**

# Building Back Better

- The leadership resilience toolkit every leader requires for a sustainable and strategic recovery.
- Focus on the latest leadership trends, so you can meet challenges with confidence.
- Comprehensive five-part series focused on today's most pressing issues.
- Fresh and curated content, from first-class academic and business leaders.
- Instructor-led sessions sharing applied and practical approaches, resources, leadership tools and frameworks.

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**Five 2-hour sessions over five days, 8-10am**



**Maximum 50 participants**



**[See more Information on our website](#)**



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# Program Highlights



## 10 hours

Starts August 23, 2021  
Monday-Friday (8-10am)



## 5 modules

Receive a SEEC Certificate  
upon completion



## Online

Entirely virtual with  
Real-Time Q&A session



## Stress-Free Learning

No preparation requirements,  
tests or homework

# Course Sessions

## I Aug 23

### Driving Success with A Dynamic Post-Pandemic Workforce

How to Prepare for Recovery and Drive Change

- Learn how lessons from the pandemic can help you lead change more successfully
- Discuss how new employee expectations will impact change management
- Maximize your organization's resiliency for future success

## I Aug 24

### Making Great Strategy for the Recovery

How to Solve Complex Problems as a Strategist

- Understand complex post-pandemic contexts when strategizing
- Learn your unique strategic orientation
- Identify the three major components of winning strategies

## I Aug 25

### Build Sustainability and Inclusiveness Into Your Organization's Recovery Plan

How to Cultivate Bias Consciousness to Drive Productivity

- Identify the key challenges you face with unconscious bias that impede productivity in the organization
- Explore the impact of bias during COVID and develop strategies to address new needs and improve productivity as we transition to the "new normal"
- Identify strategies to become a leader who interrupts bias to drive productivity

# Course Modules

## I Aug 26

### **Customer Experience Excellence: Key Challenges and Resolutions for the Recovery**

How to Achieve Consistency in CX Excellence

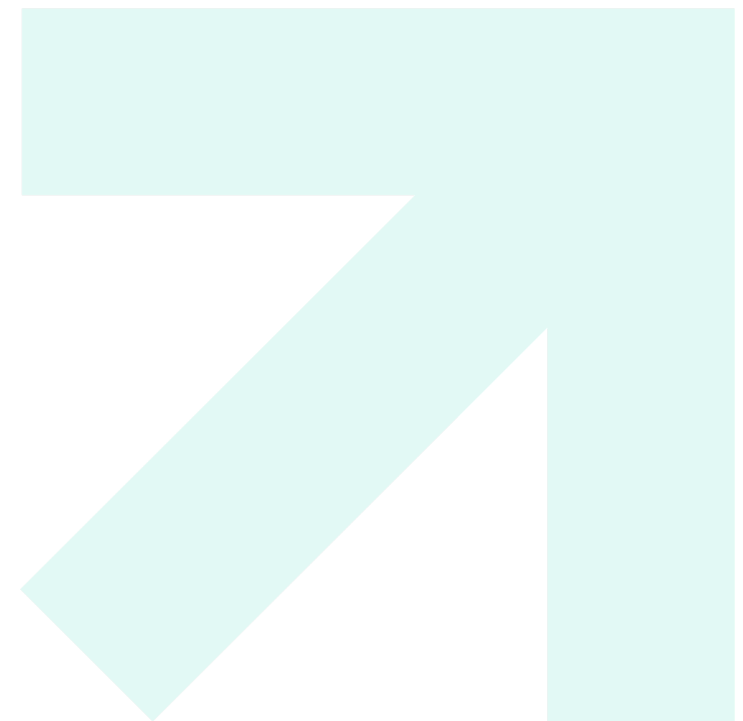
- Identify emerging trends in customer behaviour in the new normal
- Focus on Customer Centricity as your guiding strategy
- Commit to Creating a Consistent Customer Experience at every touchpoint

## I Aug 27

### **Emerging Technology: Successful Recovery Will Depend on Digital Solutions**

How to Lead in the Post-Pandemic Digital Era

- Understanding of the emerging technology landscape including AI, machine learning, and blockchain
- Gaining support and organizational buy-in for technology investments
- Exploring the implications of technology to the workplace of the new normal and beyond



# Program Faculty



**RAMY NASSAR**

Founder of 1000 Days Out and author of the upcoming "AI Product Design Handbook"



**JORDAN BERMAN**

Global Vice President, Corporate Communications at Apotex and author of "The Trust Trifecta: A Leader's Guide to Hitting the Trust Jackpot"



**JOANNE CAMPBELL**

Senior Vice President & CHRO, Global Human Resources at Apotex Inc.



**MICHEL SHAH**

Facilitator and Coach at Schulich Executive Education Centre, York University



**WISSAM ALHUSSAINI, PhD**

Facilitator of Leadership and Strategy at the Schulich School of Business, York University



**VAFA AKHAVAN**

President & CEO - NueBridge

# Participant Profile

This is an outstanding short series for any leader, new or experienced, who wants to help their organization to develop a plan for a successful recovery and lead it.

Those with more than five years of on-the-job experience will particularly benefit from attending.

[seec.schulich.yorku.ca](http://seec.schulich.yorku.ca)



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## **Schulich Executive Education Centre** **Schulich School of Business, York University**

222 Bay Street. Toronto, Ontario M5K 1K2

1 800.667.9380

[execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)

[seec.schulich.yorku.ca](http://seec.schulich.yorku.ca)



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