

THE
REACH
SERIES

strategic leadership
for senior executives



Online Virtual Classroom

Featuring the new, secure ZOOM video-conferencing platform. You'll benefit from:

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and fellow participants

What Participants Say

"This course has excelled my leadership skills and given me several tools to help my organization. The skills I learned will enhance my career moving forward."

Sherrie Marshall, Manager of
Finance & Administration,
Imagine Therapeutic Services

"This program gives the tools & techniques to create an effective and reality-based foundation of organizational transformation leaders in both private & public sector environments."

Monika Matel-Sousa, IT Program
Director, City of Toronto

Executive Program in Transformational Leadership

Take Your Organization to New Heights

Enhance your capabilities to a senior level in the five critical competency areas needed to transform your organization and lead it into a new era of innovation and digitization:

1. Managing and Leading Change
2. Innovation & Transformation
3. Strategic Leadership
4. Making Your Organization Customer Centric
5. Advanced Coaching Skills

Check our Website for Upcoming Program Dates

Online in the Virtual Classroom
(9:00 am – 4:00 pm each day)



35 PDU*



35 CPD

Register Today / Complete Details

<https://seec.online/13118>



Schulich
School of Business
Executive Education Centre



Executive Program in Transformational Leadership

Check Website for Dates • Online in the Virtual Classroom • 9:00 am – 4:00 pm

This dynamic 5-day senior leadership certificate program is focused on equipping you with the skill-set to be an effective transformational leader. It is developed exclusively for senior managers, VPs and executives who lead a growing number of business portfolios. The requirement for enrollment in this advanced program is a minimum of 5 years of direct management experience.

Program Objective

This 5-day program is focused on equipping senior managers with the key leadership competencies they need to effectively usher their organization into an era of technological advancement.

What You Will Learn

1. Chart a new direction for your organization through leading and managing change.
2. Set the context of transforming yourself and the organization for a new era of digital technologies.
3. Develop a winning strategy and create an execution plan to achieve and sustain competitive advantages.
4. Embrace the power of customer centricity and how to make an organization customer-centric.
5. Inspire change through transformational coaching to motivate your team and achieve peak performance.

Participant Profile

Created exclusively for senior managers, directors and vice presidents in corporate and public sectors, the Executive Program in Transformational Leadership is recommended for managers and executives with at least five years of management experience who seek global leadership competencies. The program is ideal for:

- Senior managers from all industry sectors
- Vice-presidents and divisional heads
- Business directors and officers
- Experienced public administrators in federal, provincial and municipal government
- National, regional and international business unit managers
- General managers and branch managers
- Executive directors of associations and NGOs
- Business development specialists

THE
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SERIES

**strategic
leadership
for senior
executives**

This Reach Series program provides an executive learning experience that is unmatched in Canada. Designed exclusively for senior business leaders, all Reach Series courses deliver a combination of cutting-edge business theory along with highly relevant case studies and techniques for practical application.

Overview of Learning

Participants will develop key leadership competencies that senior managers need today – while networking and sharing business experiences with other leaders.

KEY COMPETENCY

Leading Change > Charting a Direction

Provide the leaders with the proper tools needed to recognize opportunities for change, come up with change initiatives, and overcome obstacles to change.

- Learn when and how to initiate change in the organization's life cycle
- Understand the eight phases of change management process
- Achieve sustainability through proper application of change management principles

KEY COMPETENCY

Transformation > Building Context

Anticipate and plan for disruptive innovation within your organization and within your industry to be better positioned in a highly competitive environment.

- How to anticipate the impact of Digital Disruption
- The role of disruptive technologies in transforming organizations
- The impact of transformation on individual employees, the organization and society

KEY COMPETENCY

Strategic Leadership > Achieving Competitive Advantage

In a complex environment, senior managers must be able to evaluate and select strategic options in order to achieve a competitive advantage.

- Link leadership, culture, and structure to effective execution of strategies
- Understand the major core processes of strategy implementation
- Become familiar with the major tools of proper strategizing

KEY COMPETENCY

Organizational Alignment > Customer Centricity

A customer-centric business creates value for the targeted customer by making decisions outside in, not inside out, with all functional departments working toward a common customer goal.

- Put the customer at the centre of all decision making
- Align the organization's strategy to create value for the target customer
- Assess your organization's situation and reflect on potential solutions to create customer centricity

KEY COMPETENCY

Advanced Coaching Skills > Transforming Your Team

Foster greater buy-in and commitment to change and digital transformation using proven coaching techniques for increased adaptability, productivity, and innovation.

- Apply a systematic approach to coaching for maximum time efficiency and optimal results
- Acquire a coaching toolkit of proven templates and techniques for skill development and succession planning at all levels
- Proactively identify, manage, and overcome change resistance

**Need
More
Info?**

For program content-related questions or to discuss your participation, contact us through Live Chat on our website, call 416.736.5079 or email exceedinfo@schulich.yorku.ca

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Featuring Our Most Highly-rated Facilitators

Wissam AlHussaini, PhD

Wissam is an educator, corporate trainer and managerial consultant. Over the years, he has designed and delivered numerous training programs for major companies all over the world. Dr. AlHussaini is currently the director of the custom mini-MBA program at SEEC and instructor of strategic management and leadership at the Schulich School of Business.

Ron Babin, MBA, DBA

Dr. Babin is an experienced information technology advisor and teacher. His management-consulting career of 30 years has allowed him to understand the impact of information technology at hundreds of client organizations. Dr. Babin is also the program director for the Centre of Excellence in Disruption and Transformation at SEEC.

Gail Levitt, PhD

Dr. Levitt is an experienced coach, facilitator, and transformational change leader for leading organizations in both the public and private sectors. She is a trained specialist in the Harvard collaboration method for negotiating and influencing, and teaches a variety of programs for SEEC on strategic thinking, influential leadership, and management communications.

Ajay Sirsi, PhD

Dr. Sirsi is a senior marketing and sales professor and Director of the Centre For Customer Centricity at the Schulich School of Business. Ajay consults with numerous organizations globally, helping them design and implement successful go-to-market strategies. He is the creator of the marketing and sales methodology called Marketing Led – Sales Driven (MLSD).

Registration Details

Upcoming Sessions & Locations

Check website for dates

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Program Tuition & Registration Details

Program Tuition: \$5,950 + applicable taxes.

This includes instruction and all seminar materials.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. See complete registration details at seec.online/FAQ. HST# R119306736.

Complete registration details:

seec.online/FAQ

Technical Requirements:

seec.online/techreq

Contact Us

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at exceedinfo@schulich.yorku.ca.



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