Texas Executive Education

The University of Texas at Austin McCombs School of Business

800.409.3932

ExecEd@mccombs.utexas.edu | www.mccombs.utexas.edu/ExecEd



Leading Change

"This program offered great tools to help me manage, lead and respond to change."

Andy Bowden

Director of Operations, Hewlett-Packard

In today's competitive world, leaders are faced with a very difficult challenge: How to do more with less in an environment where the velocity of change is increasing. The ability of a firm to quickly adapt to changing competitive conditions and to fundamental shifts in labor markets is a very important predictor of success.

This program focuses on providing answers to questions such as these: What can organizations and their leaders do to create a culture that is change-enabled? What skills are essential to lead and manage a team where change is a constant? How can people profitably cope within an environment that constantly challenges their abilities to adapt quickly? How do organizations cope with a changing workforce? What new methods exist for recruiting and retaining people who are able to adapt to constant change? What makes an organization flexible, adaptive and agile? In a fast changing business environment where a new "psychological contract" exists between employers and employees, what can organizations do to succeed and prosper? What can leaders do to generate commitment, loyalty and performance when everything seems different than it used to be?

Topics

- Overcoming the "innovator's dilemma": we need to change, yet we are already successful
- Why organizations resist necessary change and the strategies needed to initiate and complete change
- Building a legacy: making the big changes that last
- The key skills leaders must have to lead change
- Becoming an efficient and effective manager: doing more with less
- Selling change to employees: what works?
- Personal strategies for coping with change
- Developing and managing a "blended" workforce when permanent employees aren't there anymore
- Working effectively with labor market intermediaries

Key Benefits

- Discard fear of change and embrace new opportunities for growth
- Learn how to recognize when changes are needed
- Capitalize on leadership skills to implement changes
- Articulate a new vision to your employees to generate cooperation
- Appreciate your organization's culture and use it to implement changes
- Assess your organization's success objectively to determine what change are needed
- Incorporate temporary employees into the permanent workforce effectively

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Faculty	ılty
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John A. Daly, Ph.D.

Liddell Professor of Communication at the University of Texas and Professor of Business Communication in the McCombs School of Business. Dr. Daly teaches graduate and undergraduate courses on topics such as Interpersonal Communication, Organizational Behavior, Advocacy and Persuasion. As an active speaker and consultant to government and industry, John Daly has worked with over 300 organizations including 3M, Dell Computer, Frito-Lay, Continental Airlines, Marriott, Merrill Lynch, Bayer and many others. His work has taken him to Great Britain, the Netherlands, Finland, Singapore, Japan, Indonesia, Thailand, Canada, Mexico, and Brazil. Arguably the most popular professor on campus, he has received numerous awards at the University in recognition of his excellence in teaching.

William B. Swann, Jr., Ph.D.

Professor of Psychology and the William Howard Beasley Professor in the McCombs School of Business. Dr. Swann teaches on topics such as identity and identity negotiation, self-esteem, group processes and relationships, and identity in organizations. He is a Fellow at the American Psychological Association and American Psychological Society, and his research has been funded by the National Science Foundation as well as the National Institutes for Mental Health. Dr. Swann has authored more than one hundred scholarly articles and conference presentations and has contributed to numerous scholarly books. He has been ranked 35th of the 50 most cited psychologists in the world.

Gaylen D. Paulson, Ph.D.

Associate Dean of Executive Education and Lecturer, Department of Management. Dr. Paulson's research and teaching are focused on the strategic aspects of interacting with people, including negotiation, conflict management, persuasion and interpersonal communication. Dr. Paulson teaches executive education programs focusing on negotiation skills, managerial leadership, and strategic influence. He has been recognized with a number of teaching awards, most recently being named to the "Faculty Honor Roll" by the UT MBA students.

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The program fee includes materials, lunches and breaks.

You may register on-line at www.mccombs.utexas.edu/execed or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies: www.mccombs.utexas.edu/execed/register.asp#Cancellation

Continuing Education Credits

Participants earn 1.40 continuing education units (CEU) or 14 (CPE). There are no prerequisites for this program and a certificate of completion will be presented from Texas Executive Education

Schedule

This two day program meets from 8:30 a.m. to 4:30 p.m. A schedule and campus map with location information will be sent approximately two weeks prior to the session with your paid registration. Payment guarantees your space.