

# Texas Executive Education

The University of Texas at Austin **McCombs School of Business**

800.409.3932 |

ExecEd@mcombs.utexas.edu | [www.mcombs.utexas.edu/ExecEd](http://www.mcombs.utexas.edu/ExecEd)



## Building Engagement: What Leaders Do To Manage Talent & Build Allegiance

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Both formal and informal leadership is essential to creating engagement in today's competitive work environment. In this program, we examine what it takes to "make it" as a leader. The session offers a wide variety of very practical moves successful people make to create loyalty and build commitment.

Different than many sessions of this sort, we look at very specific steps participants can accomplish that will enhance their interpersonal effectiveness as well as generate high levels of engagement among those that work with them. In this program we discuss findings of research done where leaders, world-wide, were asked to describe what they did, on a daily basis, that made them successful leaders.

### Topics

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- The behavioral approach to creating engagement – why we focus on behaviors
- What is engagement and why is it so important
- Strategies for creating engagement
- What interpersonally savvy people do to succeed in their positions
- Business skills of effective leaders
- Personal skills of successful leaders
- How to manage people for engagement
- How leaders create positive impressions with others

### Benefits

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- Create strong teams by engendering loyalty and promoting engagement
- Be interpersonally "savvy" when working with others to create stronger and more rewarding relationships
- Communicate more effectively and efficiently
- Be more effective at work by creating a more productive atmosphere
- Lead by doing what successful leaders do every day
- Enhance your personal credibility in the workplace to gain support and respect from all levels

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## Faculty

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### **John A. Daly, Ph.D.**

*Liddell Carter Professor in The University of Texas at Austin's College of Communication, Texas Commerce Bancshares Professor in the McCombs School of Business, and a University Distinguished Teaching Professor.*

Dr. Daly teaches graduate and undergraduate courses on topics such as Interpersonal Communication, Organizational Behavior, Advocacy and Persuasion. He has served as President of the National Communication Association, and on the Board of Directors of the International Communication Association and the International Customer Service Association. He is one of less than 50 scholars in the world who is a Fellow of the International Communication Association. 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.

### **Doug Dierking, Ph.D.**

*Senior Lecturer, Department of Management, McCombs School of Business*

Doug Dierking is a Senior Lecturer in the Department of Management. His areas of interest are human resource management, organizational change and redesign, management science, organizational learning and change, and workplace environment. In addition to his appointment at The University of Texas, which began in 1995, Dr. Dierking had played an active role in the corporate and public sector. In 2002-2003, he served as President of Any Baby Can, a child and family resource center, and he remains on the Board today. He was a partner in The Personnel Department from 1985 – 2003, and served as Vice-President of Lundell, Dierking & Associates, Inc., Austin, from 1982 – 1985. Dr. Dierking has received several teaching awards, including the Lockheed Martin Aeronautics Company Excellence in Teaching Award (2005) and the Honors Business Association Professor of the Year (2004).

## Registration and Fees

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The program fee includes materials, lunches and breaks. Registration is not complete until payment is received.

You may register on-line at [www.mcombs.utexas.edu/execed](http://www.mcombs.utexas.edu/execed)  
or call Texas Executive Education at 800.409.3932

For information on the cancellation and transfer policies:  
<http://www.mcombs.utexas.edu/execed/register.asp#Cancellation>

## Continuing Education Credits

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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

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