

# 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 Professor of Communication at the University of Texas and Professor of Business Communication in the McCombs School of Business. Dr. Daly's expertise includes effective communication, customer service, advocacy, sales management, and team building. 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. Arguably the most popular professor on campus, John Daly has received numerous awards at the University in recognition of his excellence in teaching.

### **Donde Plowman, Ph.D.**

Dr. Plowman is currently Flaskerud Professor of Strategic Management at the University of Tennessee. Dr. Plowman's research interests are in the areas of organizations as complex adaptive systems; radical change and emergent leadership in complex systems; interpretation, sensemaking and mindfulness in complex organizations; and, participation of individuals and groups in strategic decision making. She has published more than 30 articles and book chapters, and is currently conducting research on strategic decision-making in hospitals. Dr. Plowman has received the President's Award for Excellence in Research and awards for teaching in the College of Business at The University of Texas at San Antonio.

## 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.