Leading Change

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"This program offered great tools to help me manage, lead and respond to change."
Andy Bowden
Director of Operations, Hewlett-Packard

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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

Faculty

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.

Luis Martins, Ph.D.

Associate Professor, Department of Management
Luis L. Martins is an associate professor of management at the McCombs School of Business at The University of Texas at Austin. Prior to joining UT in January, 2010, he was on the faculty of the College of Management at the Georgia Institute of Technology, and before that at the School of Business at the University of Connecticut. He earned his Ph.D. in Management and Organizational Behavior from the Stern School of Business at New York University. Dr. Martins conducts research and consults on the role of managerial and group cognitive factors in performance, innovation, and change. His research has appeared in several top management journals, such as Academy of Management Review, Academy of Management Journal, Journal of Applied Psychology, and Organization Science, and has been covered in major newspapers such as the New York Times and the Chicago Tribune. In 2009, he won the Journal of Management's Best Paper Award for his research on the dynamics of virtual teams. Dr. Martins has taught innovation management, change management, managing teams, leadership, and organizational behavior in undergraduate, graduate, doctoral, and executive programs.

Registration and Fees

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 program schedule and campus map with location information will be sent approximately two weeks prior to the session with your paid registration.