



THE BERKELEY EXECUTIVE LEADERSHIP PROGRAM

Realize your Full Potential as an Executive Leader

LOCATION

On Campus

COST

\$9,900

ENROLL

Visit: executive.berkeley.edu/executive/leadership

Our five-day flagship leadership development program attracts business leaders from around the world, from organizations with a variety of missions and goals. You will create a personalized plan to unlock innovation and growth, create energy, urgency, and drive results. You will return to your organization with a new set of effective leadership skills, grounded in research and a plan you can put to use immediately.



KEY TAKEAWAYS

Develop a Strategic Leadership Plan

Gain new skills and harness your unique leadership style and aspirations into a personalized, actionable plan to immediately put to use in your organization - creating urgency and driving results.

Lead Change and Drive Innovation

Excel at unlocking innovation and growth and quickly responding to market demands.

Increase your Influence and Persuasion

Capture your vision, communicate it throughout the organization, and stay on-point during challenging times by identifying your blind spots, building trust, and finding common ground at every level.

Create and Cultivate a High-Performance Culture

Become a force multiplier by building and motivate cross-functional, diverse, and global teams and learning how to attract and retain the best people, including project-based and virtual talent.

Develop a Competitive Advantage

Incorporate tri-sector leadership (business, government, and social sectors) to excel at solving today's most pressing challenges.

CERTIFICATE OF BUSINESS EXCELLENCE ELIGIBILITY



Leadership & Communication

** see back for details*

"The program exceeded my expectations. The balance of theory, real-world best practices, and time to develop practical personal leadership strategies for implementation was perfect."

- Kevin Woodhouse, Assistant General Manager,
Midpeninsula Regional Open Space District

LOCATION

Berkeley Executive Education

Haas School of Business
2220 Piedmont Ave.
Berkeley, CA



MAURA O'NEILL,
Distinguished Teaching Fellow, Haas School of Business

Faculty director Maura O'Neil is an award-winning lecturer at Berkeley-Haas. Chief Innovation Officer of the US Agency for International Development, appointed by President Barack Obama. Member of the White House Innovation Cohort. Former U.S. Senate Chief of Staff.



Contact us for special group rates
executive@berkeley.edu

We serve leaders and organizations who aspire to redefine the future of business. Our profound and unique learning experiences, led by renowned UC Berkeley faculty, equip global executives and their organizations with the vision, culture, and capabilities to thrive in an ever-changing world.

UC Berkeley Executive Education leverages the best resources of the world's #1 public university and the surrounding business ecosystem, and embraces the Berkeley Haas mission to develop leaders who **Question the Status Quo**, exhibit **Confidence Without Attitude**, are **Students Always**, and think **Beyond Themselves**.

OUR FOUR ACADEMIC PILLARS

Our four academic pillars are comprised of key components of the executive skillset needed to thrive in today's ever-changing business environment.

LEADERSHIP & COMMUNICATION

With increased responsibility comes the opportunity to further your impact. Strengthen your leadership and communication skills with tools and techniques to become a more effective leader and to build stronger teams.

ENTREPRENEURSHIP & INNOVATION

Today's business landscape is complex and ever-changing. It's important to stay ahead of the curve and the competition. Learn how to incorporate an entrepreneurial approach and the latest innovation tools in your business.

FINANCE & BUSINESS ACUMEN

A well-rounded executive sees things that others don't. Learn how to add value through financial engineering and best utilize financial information for operational and strategic decision-making.

STRATEGY & MANAGEMENT

From managing talent to leveraging culture and everything in between, our Strategy & Management programs deliver both high-level frameworks and practical tools for a truly competitive edge.

BEGIN YOUR PERSONAL LEARNING JOURNEY WITH BERKELEY



The Certificate of Business Excellence (COBE) is an opportunity to acquire and hone new skills, gain a mark of distinction from a world-class university, and do it on a timeline that works with your busy schedule. Visit executive.berkeley.edu/certificate-of-business-excellence to learn more.

CUSTOMIZE THIS PROGRAM

Turn **The Berkeley Executive Leadership Program** into a custom learning experience for your team or organization.

UC Berkeley Executive Education helps organizations of all sizes in every industry identify core problems and create new solutions to address current and future business needs. We work closely with you to holistically design a program that gets results and is strengthened through collaboration between the Haas School of Business faculty and real-world practitioners.

Visit executive.berkeley.edu/custom-programs to learn more.

OUR PROGRAMS

UC Berkeley Executive Education offers a portfolio of programs developed by academia's and industry's most forward-thinking minds. Our programs are designed in collaboration with leading faculty from UC Berkeley's Haas School of Business as well as from across the Berkeley campus.