

Manufacturing Leadership Institute

Strategic Leadership for Growth & Innovation

After conducting research among manufacturing leaders, the Manufacturers Resource Center and the Lehigh University Iacocca Institute learned that manufacturers wanted to grow their companies, create strategies to help their company competitively compete through changes in executive leadership and gain skills to focus on innovation. Thus, the MRC and Iacocca Institute jointly developed a Leadership Certificate Program aimed at strengthening our regional manufacturing leaders.

<u>Program Dates (Thursdays)</u>	<u>Place: Cabela's***</u>
Leadership	February 11
Vision	February 25
Overview of Accounting & Finance	February 25*
Organizational Culture & Leadership	March 11
External Intelligence	March 25
Supply Chain Management	March 25
Strategy Development & Strategic Planning	April 15
Strategic Financial Management	May 6
Invention, Innovation, and Successful Products	May 13
21st Century Marketing & Sales Strategy	May 27
Human Capital & Change Management	June 3
Company Growth Direction	June 9 and June 10**

** Wednesday and Thursday

*** Cabela's, 100 Cabela Drive, Hamburg, PA www.cabelas.com

Note: Reserve these dates on your calendar. *Indicates an optional day for non-financial manufacturing managers. Instructors may be subject to change due to unexpected scheduling conflicts.

Benefits of the Leadership Program

This Certificate Program requires an investment of your time that aligns with the leadership skills and guidance you will receive.

- Determining the leadership attributes of your team
- Evaluating and enhancing your company's strategies
- Developing an ideation, product development process for your company
- Learning how to find and grow a dynamic workforce that is oriented to a growth culture and changing environment
- Realigning and redirecting your efforts toward a more successful growth strategy for your company

Program Investment – This program is priced at \$3,995 to cover professional fees, materials, and meals. The **Early registration rate is \$2,995 through October 30th (a savings of \$1,000).**

Between November 1st and 30th, get \$500 off, and pay \$3495.

After December 1st, pay \$3995.

Instructors

Paul Cherry, President of Performance Based Results, with 20 years of experience working with over 1,200 organizations from start-ups to Fortune 500 corporations. He is author of over 200 articles and two books: "Questions that Sell" and to be published in 2010 "Questions that Lead."

Ravi Chitturi, Associate Professor of Marketing, Lehigh University, holds a Ph.D. in marketing and an Executive MBA from the University of Texas at Austin. Ravi has worked as a computer design engineer, manager, and an executive with firms in the high-tech industry (e.g., Intel, IBM, etc.) He has conducted executive coaching sessions and consulted with firms on how to improve Innovations, Brand Development, Product Design, Experience Marketing, and R & D – Marketing interface.

Sue Green, Executive Coach, TAI Inc., specializes in developing a values-based leadership approach. She has 25 years leadership experience (Group and Executive VP levels) in major global corporations and organizations such as Kohler Company (the world's largest plumbing manufacturer) and Preferred Hotels and Resorts International.

Richard Neulight, President of National Management Strategies, business & management consulting firm, worked extensively with small and medium sized companies as well as professional service providers. He is a respected specialist in 'turnaround' or rescue of deeply troubled companies.

T. Quinn Spitzer, Jr. is a partner in McHugh Consulting, a management consulting firm specializing in business strategy and complexity management. From 1990 – 1999, Quinn was a regularly scheduled business commentator for CNN. He recently concluded work on the corporate strategy for BMW AG. Prior to joining McHugh Consulting he was Chairman and CEO of Kepner-Tregoe.

Robert Trent, George C. Beckwith Professor and Supply Chain Management Program Director, Lehigh University, worked seven years with Chrysler Corporation, including production scheduling, packaging engineering, new part packaging set-up & the purchase of nonproductive materials, distribution planning, and operations management.

Samuel C. Weaver, Finance Professor of Practice, Lehigh University, was Director, Financial Planning and Analysis at Hershey Foods Corporation for almost 20 years.

The Program

Leadership – The title of this program is Strategic Leadership for Growth and Innovation. In the opening session we will be presenting an overview of Leadership attitudes and exploring our understanding of what ways of *thinking, doing and being* serve growth and innovation. We will interactively survey your own expectations of the process and assess the direction of MLI as it relates to your company.

Vision – The current vision of the enterprise is explored (if one exists) and evaluated on its capability to define the future and inspire the workers who help achieve that vision.

***Overview of Accounting and Finance** – Develop an appreciation of financial (accounting) information to assist in day-to-day management while learning to read financial statements and analyze a firm's performance.

Organizational Culture & Leadership - Leaders can rely on themselves to have all the answers, or they can motivate and energize their workforce to high performance standards, thus leveraging the strengths and synergy of the entire team, and carrying the organization far beyond one person's individual talents. Values-based leadership is the means to create a high energy, committed workforce that achieves incredible results. Powerful, effective leadership has always been important, but in critical financial periods it is even more important. This class is practical and theoretical, emphasizing and teaching specific behaviors that enhance leadership effectiveness and create a high performance culture so that a company may be best positioned for future growth opportunities.

External Intelligence & Supply Chain Management – Understand the concept of external intelligence and how it affects your firm's success, including external information sources. Supply chain concepts are also explored within the context of small and medium-sized firms. Topics include target market positioning and assessment of industry competitors, relationship management, lean supply chain, market trends and changes, and the financial implications of supply chain decisions.

Strategy Development and Strategic Planning – The process of strategy development and implementation will be discussed and explored as it may apply to manufacturing business management. Participants will learn how to analyze and make decisions regarding strategic direction, review the internal and external environments, implement and evaluate corporate and business unit strategy, and review strategic plan applications.

The Program (Continued)

Strategic Financial Management – Enhance the participants' basic understanding of accounting and finance through financial performance metrics/standards to analyze significant managerial decisions, improve working capital management, prepare strategic financial business plans (or pro-forma financial statements), and analyze/present investment proposals.

Invention, Innovation, and Successful Products – This segment of the program will introduce the process of innovation management with emphasis on DESIGN FOR VALUE. We will discuss strategic concepts and tools such as conjoint analysis, product architecture, product platform, Six Sigma quality, Design-for-Manufacturability and Customer Value Development.

21st Century Marketing and Sales Strategies - Explore the latest marketing and sales strategies to capture new business and increase repeat business from current customers. Small and medium sized businesses have access to a plethora of resources available today that allows them to compete with the big players. Yet, with so many choices, how do you decide what really works and what doesn't for your unique situation? Get the answers you need so you can effectively differentiate your products and solutions in today's hyper competitive and price-driven market. By developing a cohesive marketing and sales approach for your organization, you and your team can win more business, at higher profit margins, and with less effort.

Human Capital and Change Management – Understand the relationship of Human Capital to high morale, customer service and the bottom line. Recruiting and Training are full-time jobs. From recruitment through retention and training, learn how a business culture is created and nurtured. By default, have you accepted the culture you inherited? It doesn't have to be that way. Design your culture - The Culture of Total Accountability - one that embraces change. Cultures that work, and why. Change in your organization? How to achieve buy-in among long time employees who 'have always done it this way'?

Company Growth Direction – Early in the program, participants will introduce themselves, their role and their company mission to other attendees as an early communicating leadership exercise. Opportunities throughout the program will help participants evaluate their organization and offer constructive critiques that could improve their company's current state. Based on the materials covered, leaders will move forward on new company initiatives and directions for potential growth and development. The program will culminate in a public presentation and feedback session that allows participants to take the first step toward articulating a new vision for growth and an action plan to achieve their goals and alignment of resources, leadership, innovation and management.

Information

The MLI Certificate Program is being offered for the first time at a new location – Cabela's, 100 Cabela Drive, Hamburg, PA

To inquire about the program and obtain additional information, please call Walt Hoffert, MRC Director of Client Services, at 610-758-4569 or email him at walth@mrcpa.org.

Due to the personal, interactive nature of this specially designed leadership certificate program, enrollment is limited to a finite group of 25 individuals at the maximum. Call soon to reserve a placement in this institute.

Due to the information and knowledge building over the 11 sequential sessions, absences are expected to be at a minimum.

For MRC clients, some financial assistance may be available.

Past Company Graduates

Ametek Inc.
Angiotech
Apollo Metals, Ltd.
Ashland Technologies
Bally Ribbon Mills, Inc.
Bitronics, LLC
Brey & Krause
Cardinal Systems
Computer Designs
Crayola, LLC
CyOptics, Inc.
Dent Manufacturing Inc.
DnA Technology Group
Dyalene
Eagle Rock Technology
Essroc
GEO Specialty Chemicals
Highwood USA LLC
J.R. Peters
John Prosock Machine

Kraft Foods NA
Lutron Electronics
Lehigh Valley Plastics
M.B. Mumma, Inc.
MCS Industries, Inc.
Muller Martini
Packaging Horizons
Precision Roll Grinders
Puritan Products
Reading Plastics
Rhetech, Inc.
S&L Plastics, Inc.
Sealstrip Corporation
Silberline Manufacturing
Speck Plastics
Starke Millwork & Lumber
Vynecrest Vineyards & Winery
Weldship Corporation
Yuasa Battery, Inc.

“As the person charged with the responsibility of leading my company and its people toward future growth, I found the content of the MLI program a significant value in driving the process.”

Lou DiRenzo
Puritan Products

2010

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“The MLI is more than an educational course. It is a mind-changing experience that should change your business and very possibly might change your life.”

Tim Adams
Muller Martini Mailing Systems, Inc.

Specially Designed

Leadership Certificate Program

