MARKETING FINANCE/ANALYTICS STRATEGY NEGOTIATIONS **LEADING CHANGE**

ANDERSON CENTER

FOUNDATIONS FORUM LEADING CHANGE

March 1-3, 2010

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To effectively grow and evolve a business over time, business leaders need to develop an enhanced capacity to think and lead strategically in every area of business. Developed by the Anderson Center, in conjunction with business leaders in the St. Cloud community, the Foundations Series has been designed to provide business professionals with functional building blocks used to build a successful organization. The valuable skills obtained from the specific programs in this Series can be directly applied to the participants' specific departments and enterprise wide strategies. Anderson Center's Business Foundations Series will include in-depth programs covering:

- Marketing
- Strategy
- Negotiations
- Finance/Analytics
- Leading Change
- Operations/Lean

Foundations of Leading Change: Program Objectives

In Foundations of Leading Change you will learn how organizations successfully transform themselves. Skilled leaders and effective managers understand that bottom line results begin with organizational excellence. Through the Anderson Center's case study based approach with in-depth analysis of examples drawn from real companies, you will experience new perspectives and tangible action plans for leading change in your organizations. Going far beyond the basic transmission of skills and theories, each Foundations program provides applicable lessons in the classroom that can be implemented successfully within your organization.

Many leading Greater Minnesota companies have benefited from attending an Anderson Center Forum:

Anderson Trucking Service • Bernick's Pepsi • BREMER Bank • Centracare • Cold Spring Granite • Creative Memories
Gold N' Plump • Gray Plant Mooty • Marco • Park Industries • Preferred Credit • Spee-Dee Delivery

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Foundations of Leading Change: Program Curriculum

The program reveals how individuals influence the corporate culture of an organization and lead change. Specifically you will study:

- Managing people
- Guiding Organizational Culture
- Leading change
- Creating Strategy, Vision and Change
- Aligning resources, businesses and the organization with corporate strategy

Foundations of Leading Change: Participant Mix and Size

The Foundations of Leading Change program has been developed and is ideally suited for senior and mid-level managers responsible in whole or part for organizational design and structure, internal alignment, and/or leading change at any level of the organization.

Foundations of Leading Change: Discussion Leaders

Shelly Bauerly Kopel

Shelly brings her consulting experience in Organizational Development to the classroom as the Lead Discussion Leader in the Foundations of Leading Change Forum. When asked about the role of the Anderson Center, Shelly said, "I believe in human capital and that people can make all the difference. Consequently, I am particularly interested in the role of leadership development and management education in shaping and growing organizations." Prior to becoming the Managing Partner for Venture Allies, LLC, Shelly was the Program Director in a leadership development program at the University of Minnesota. Shelly holds a Masters in Education degree from Harvard, and a PhD in Educational Administration from the University of Minnesota.

Foundations of Leading Change: Admissions Process

To register, please fill out the registration form provided and return to the listed address.

Foundations of Leading Change: Fees & Payment

The fee for the Foundations of Organization/Human Resources Forum is $1,500. The fee covers tuition, case materials, meals and lodging, if necessary. Non-profit organizations receive a 20% discount. Individuals and small or early stage organizations interested in attending an Anderson Center Forum with limited ability to pay, should inquire about scholarship opportunities.

Foundations of Leading Change: Program Dates – March 1–3, 2010

Foundations of Organization/Human Resources: Contact Information

For more information, please contact the Anderson Center.

Venita Wilkes, Director
Anderson Center
616 Roosevelt Road, Ste. 100
St. Cloud, MN 56301

Phone: (320) 251-3215
Fax: (320) 251-5429
E-mail: venita@acmbd.org
www.acmbd.org

ANDERSON CENTER
MANAGEMENT AND BUSINESS DEVELOPMENT

FOUNDATIONS OF LEADING CHANGE - 2010 REGISTRATION FORM

Forum Dates: March 1-3, 2010

GENERAL INFORMATION

Name:

_____
Last First M.I. Prefix (Mr., Ms.) Suffix (Jr., III)

Organization Name: _____ Title/Position: _____

Work Address (Mailing Address)_____ City: _____ State: _____ Zip: _____

Work Phone: _____ Fax: _____

Work email: _____ Cell Phone: _____

Note: We will mail your curriculum binder to your work address 7-10 days prior to the start of the Forum. If you would like the curriculum mailed to a different address, please contact the Anderson Center at the address on the following page.

LODGING/MEALS

Will you need lodging for the Forum?

- ❒ No
- ❒ Yes ❒ Mon, March 1st ❒ Tues, March 2nd

Do you have food allergies we need to be aware of?

- ❒ No
- ❒ Yes Please list: _____

EDUCATION

Degree (check the highest level attained):

❒ High School	❒ Two-Year College	❒ BS/BA	❒ MS/MA	❒ MBA
❒ JD/Law	❒ Foreign Diploma	❒ MD	❒ PhD	❒ Other _____

College/University: _____ Year: _____

College/University: _____ Year: _____

What factors made the most influence on your decision to apply to this program?

- ❒ Anderson Center Board Member- Name: _____
- ❒ Opportunity to network with other business leaders
- ❒ Use of case study method
- ❒ Round table discussions
- ❒ Small group dynamic
- ❒ Other: _____

PROGRAM FEE/CANCELLATION POLICY

The cost for the Forum is: $1,500. To reserve a spot in the next Cohort, please complete this form and submit it to the address below. You will be invoiced for the amount of the Forum. Payment is required prior to the start of the Forum. *Cancellation Policy - Notification of cancellations or deferrals must be submitted in writing at least 45 business days prior to the start of the program to receive a refund of the program fee. The initial deposit can be credited to another cohort or program. Due to program demand and the volume of pre-program preparation, cancellations received within 30 business days prior to the start of the program are subject to a fee of 35% of the total program fee.*

Signature _____ Date _____

I certify that all the information and accompanying material provided in connection with this application is authentic and accurate.

PARTICIPANT PROFILE:

What are some of the challenges facing your organization?

Have you had any experience using case studies as a management tool?

Have you had any experience with the Anderson Center/Forums/Luncheons?

What are three specific tools or skills you'd like to gain or perfect during this Forum?

PLEASE FAX OR EMAIL THIS REGISTRATION FORM TO:

Venita Wilkes, Director
Anderson Center
Fax 320-251-5429
Email: venita@acmbd.org

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St. Cloud MN 56301