

COX LEADERSHIP ACADEMY



**SMU COX.
ALLY FOR LEADERS.
ALLY FOR BUSINESS.
ALLY FOR LIFE.**

The Cox Leadership Academy forges adaptable, innovative leaders who thrive in cross-functional teams, critically analyze problems and succinctly communicate data insights. They're leaders who can leverage technology in a global setting to solve complex challenges and champion effective change.

Delivered in four instructional phases with intervening activities and support, CLA guides participants on a six-month journey to become transformative leaders. The innovative program design includes bimonthly in-person residencies on the SMU campus; a 360-degree leadership and authenticity assessment, one-on-one coaching, action learning projects and insights from respected business leaders.

"We are all more powerful than we know, and true 'power' comes from within, not from title or position. The most amazing leaders in the world are those who dare to be their true selves constructively and powerfully."

KIMBERLY DAVIS
Author, "Brave Leadership"



SMU | COX

EXECUTIVE EDUCATION

DETAILS

- FORMAT:** Four phases over six months. Two-and-a-half-day on-campus residencies, Tuesday - Wednesday: 8 a.m. – 5 p.m., Thursday: 8 a.m. – noon
- COST:** \$18,000 investment. Includes all program materials; assessments and personal coaching; breakfasts, lunches, special dinners and reception.
- CPE HOURS:** 80

WHO SHOULD ATTEND

Ambitious, passionate individuals at the vice president level and above recommended by their organizations and ready to take their leadership ability to next level.

SELECTION PROCESS

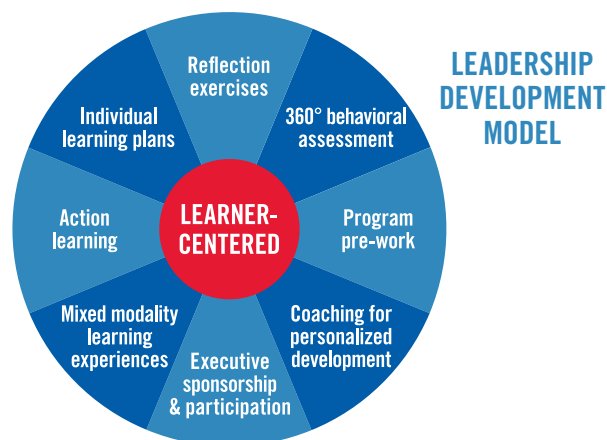
Participants will be selected through an interview and evaluation process. Selection criteria include:

- Identification by their organization as a current or future senior or enterprise-level leader
- Desire to learn, grow and change
- High potential and high capability
- Consistently strong performance
- Demonstrated leadership characteristics
- Support from direct senior manager
- Willingness to invest time and energy to participate fully in program requirements

LEARNING APPROACH

CLA's rigorous research-based leadership development model includes multimodal learning, application learning, individual development plans for intentional growth, reflection exercises, peer coaching and more.

Your CLA facilitators are inspiring teachers who bring new ideas and techniques into the classroom, challenge you to question conventional thinking and spark you to see leadership in a new light.



ADVANCING ON THE LEADER'S PATH

Yourself

Begin close to home. Know your strengths and limitations intimately. Avoid self-deception. Build on your strengths. Stay strong physically, emotionally, mentally and spiritually with meaning and purpose. Avoid burnout and fatigue. Know how to motivate yourself with challenging goals and an active support network.

Your team

Lead others to their highest capabilities and performance. Communicate a compelling vision, model the behavior you seek and encourage others to take action. Understand fundamental human needs for trust, safety and belonging. Inspire and influence others to give their best.

Your organization

Lead in and across the enterprise with collaboration and confidence. See the big picture. Understand how systems work and interact. Know your environmental opportunities and constraints. Instill creativity and innovation in the face of the status quo. Harness the power of strategic thinking to take your organization to its greatest competitive advantage.

CURRICULUM

PHASE 1: Leading Yourself

- Becoming a Transformative Leader: Leading with a Compelling Vision
- The Influence Factor: Trust, Influence, Accountability
- The ESI Advantage: The Ongoing Development of Emotional and Social Intelligence
- Driving Results through Authentic Presence
- Leadership Resilience: Optimizing Brain Performance (in partnership with the Center for BrainHealth®)

Phase 2: Leading Others

- Leading in a Digital Age: What It Means for You
- Leading High-Performance Teams
- Decision Simulation (in partnership with the Bush Institute)
- Overcoming Decision-Making Biases

Phase 3: Leading in the Organization

- Leader as Coach
- Diversity, Inclusion and Innovation: Leading a Strategic Culture
- Innovating Through Human-Centered Design
- Strategic Analytics

Phase 4: Leading Across the Enterprise

- Leading Change: An Interactive Simulation
- Strategic Management from the Enterprise Perspective
- Solving Complex Problems: Action Learning Project Reports and Debriefing
- Creating Organizational Sustainability

HOW YOU'LL GROW THROUGH CLA

- Become advancement ready
- Develop a growth mindset for yourself, others and the enterprise
- Cultivate more confidence in your own capability, agility and resilience
- Strengthen your ability to lead successful change initiatives
- Adapt and integrate digital solutions into core business practices
- Leverage trust, authenticity and influence into everyday interactions.
- Increase creativity and innovation orientation
- Optimize your strategic foresight and execution
- Increase collaboration across functional areas
- Position yourself to leave a legacy

“It is your right to shine, to thrive, to live a life of purpose and meaning. It is your right to wake up every day saying, ‘Wow, my life is amazing,’ and to radiate joy, power and peace every moment of every day for the rest of your life. It is your right to thrive.”

GREG MILLER, JACK SKEEN, AARON HILL

Authors, “The Circle Blueprint: Decoding the Conscious and Unconscious Factors that Determine Your Success”

Academic Director Shane Goodwin, Ph.D., Associate Dean of Graduate Programs and Executive Education; Professor of Practice, Department of Finance, SMU Cox

Academic Director Luigi A. Pecoraro, Ed.D., Managing Director of Executive Education, SMU Cox

Scott J. Allen, Ph.D., Standard Products – Dr. James S. Reid Chair in Management and associate professor, John Carroll University

Charlotte P. Barner, Ed. D., Executive Consultant; Adjunct Professor, SMU Cox

Jose Bowen, Ph.D., Lead Innovator, Bowen Innovation Group; Former Dean, SMU Meadows School of the Arts

Jessica Burnham, M.F.A., Director and Clinical Assistant Professor, Design and Innovation Programs, SMU Lyle School of Engineering

Kimberly Davis, Author, "Brave Leadership"; External Faculty Member, SMU Cox

Jerry Magar, Founding Partner, People Systems Consulting; Faculty Member, SMU Cox, Bush Institute Liberty and Leadership Forum; Former Head of Organizational Development and Learning, SMU

Greg Miller, Ph.D., President and CEO, CrossCom; Coauthor, "The Circle Blueprint: Decoding the Conscious and Unconscious Factors that Determine Success"; Faculty Member, Harvard Division of Continuing Education

Dee O'Neill, M.S., Head of Corporate and Executive Solutions, Center for BrainHealth® at the University of Texas at Dallas; Founder and Director, NeuroCognitive Fitness

Hettie Tabor, M.B.A., Director, Master of Science in Business Analytics program, SMU Cox

Pam Van Dyke, Ph.D., CEO and Managing Director, Van Dyke Coaching and Consulting; Adjunct Faculty Member, SMU Cox

Radhika Zaveri, M.B.A., Founder, Canigma Brand Consulting; Adjunct Faculty Member, SMU Cox



ABOUT SMU COX

The mission of the SMU Cox School of Business is to equip learners with the knowledge, skills and experience they need to become transformative business leaders in a changing world.

Through learning activities based on a model of action and solutions, you'll gain the acumen, interpersonal skills and confidence to address real-world issues and challenges with clarity and conviction.

We share your high expectations and deliver what you need to exceed them—from deep connections with faculty that The Economist ranks No. 7 for quality to a tight-knit global alumni community and coaching support that keeps giving as you build your career.

Experiential learning is a core part of your program here. The result: You'll learn from and connect with industry professionals and corporate leaders in the city named No. 1 Metro for Job Growth.

"Striving to be a transformative leader sets a bar that's very high yet attainable. The CLA experience paves the way by challenging participants to refine their leadership vision, develop and deploy the qualities of high-impact leaders, and optimize their purpose, power and presence for the benefit of their teams and organizations."

LUIGI A. PECORARO, ED.D.

Academic Director, Cox Leadership Academy

LEARN MORE

Through future-ready learning experiences, practical application and insights from proven business leaders, the Cox Leadership Academy will equip you with the mindset, skills and passion to lead transformation in your organization and beyond.

To learn more and apply, visit smu.edu/cla or contact Luigi Pecoraro, academic director, at lpecoraro@smu.edu or 214.768.3549.



SMU | COX

EXECUTIVE EDUCATION

P.O. Box 750508
Dallas, Texas 75275-0508

800.768.6699 in U.S.
214.768.3335 outside U.S.

smu.edu/exed

 SMU Cox Executive Education

 @SMUCoxExecEd

 SMU Cox School of Business