



SMU | COX

EDWIN L. COX  
BUSINESS LEADERSHIP CENTER

Business Leadership Center  
Virtual Seminars  
Summer 2020 – Mod B

**How to Register:**

Email [blc@cox.smu.edu](mailto:blc@cox.smu.edu) with the name and date of the seminar. You will receive a confirmation email if there is availability in the seminar. You will also receive a reminder email five days and two days in advance of the seminar. The reminder email will include the room number. If you cannot attend, please email [blc@cox.smu.edu](mailto:blc@cox.smu.edu) at least 24 hours in advance.

**Monday, June 22**

**Your Personal Brand Impact – Part 1**

Summer Paillet – ID360

6:30 PM to 8:00 PM

Why bother to Brand Yourself? A strong personal brand brings new opportunities. A defined brand enables you to achieve your goals and increases your influence. When lived out daily, it expands your options and choices in life. To make an impact, you must consistently exhibit what you stand for—your signature style, your values and your key contributions.

**Monday, June 29**

**Your Personal Brand Impact – Part 2**

Summer Paillet – ID360

6:30 PM to 8:00 PM

Why bother to Brand Yourself? A strong personal brand brings new opportunities. A defined brand enables you to achieve your goals and increases your influence. When lived out daily, it expands your options and choices in life. To make an impact, you must consistently exhibit what you stand for—your signature style, your values and your key contributions.

**Wednesday, July 1**

**Delivering Innovation with Design Thinking**

Russell Bertwell – Accenture

6:30 PM to 9:20 PM

Design thinking is a methodology for creative problem solving that is used by many of the world's largest companies, nonprofits, and governments. This interactive workshop will allow us to discuss why organizations are innovating, how their workforces are changing, and what role design thinking plays in this evolution. We will explore the methods – and more importantly, the mindset – of design thinking and how it can be applied to all aspects of work.

**Wednesday, July 8**

**BLC Executive Speaker Series Q&A**

Gary VonKennel – Formerly Rapp Collins Worldwide

6:30 PM to 8:00 PM

The Executive Speaker Series offers an unmatched opportunity for you to learn from an extraordinary C-level business executive. The majority of the session is driven by your agenda. After the executive provides a brief background of his or her experiences, the conversation is guided by your questions.

**Thursday, July 9**

**International Business Negotiation**

Lothar Katz – Leadership Crossroads

12:30 PM to 1:45 PM

This seminar explores how success in this intensely competitive environment requires a profound understanding of negotiation attitudes, frameworks, practices and caveats across cultures, from a rational and emotional perspective. Students will learn to deal effectively with a wide range of negotiation styles and attitudes, which enables them to become more successful negotiators in international business settings.

### **Monday, July 13**

#### **Access Your Brain's Full Capacity (Part 1) – Positivity and Engagement**

Dave Gunby & Lori Preston – MINDimensions & Revenue Storm

6:30 PM to 8:00 PM

Your brain has 100 billion neurons and each neuron connected to 10 thousand other neurons! In this session, we will explore the neuroscience and positive psychology research as it relates to accessing your brain's capacity. This session will focus on Positivity and Engagement. You'll learn how to be more positive despite our brain's negative bias and learn techniques to improve your engagement. Attendance at the other ABC sessions is not required.

### **Monday, July 20**

#### **Access Your Brain's Full Capacity (Part 2) – Relationships and Meaning**

Dave Gunby & Lori Preston – MINDimensions & Revenue Storm

6:30 PM to 8:00 PM

Your brain has 100 billion neurons and each neuron connected to 10 thousand other neurons! In this session, we will explore the neuroscience and positive psychology research as it relates to accessing your brain's capacity. This session will focus on Relationships and Meaning. You'll identify the keys to more effective personal and professional relationships and draft a MMLM (Making My Life Matter) statement. Attendance at the other ABC sessions is not required.

### **Wednesday, July 22**

#### **Life Lessons – How to Achieve Business and Personal Success**

Steve Zipkoff – Zipkoff Solutions

12:30 PM to 1:45 PM

Drawing from 20+ years of personal experience, Steve Zipkoff will share an array of tools that can be used either separately or in combination, so that anyone can be successful in their own business career and personal life.

### **Monday, July 27**

#### **Access Your Brain's Full Capacity (Part 3) – Achievement and Vitality**

Dave Gunby & Lori Preston – MINDimensions & Revenue Storm

6:30 PM to 8:00 PM

Your brain has 100 billion neurons and each neuron connected to 10 thousand other neurons! In this session, we will explore the neuroscience and positive psychology research as it relates to accessing your brain's capacity. This session will focus on Achievement and Vitality. You'll find ways to better meet your goals and methods to improve your personal vitality. Attendance at the other ABC sessions is not required.

