

DIGITAL PROGRAM

BECOMING WHO YOU REALLY ARE: HOW TO GROW YOURSELF AND YOUR ORGANIZATION

Dive deeply into areas of transformation that are most needed in your life, relationships, and the impact you have on others through a new approach to leadership development.

4 Oct. 2021 - 18 Feb. 2022

10 Jan. - 27 May 2022

4 Apr. - 22 Aug. 2022

M | MICHIGAN ROSS

TOP 10 GLOBAL PROVIDER

—Financial Times, 2020

BECOMING WHO YOU REALLY ARE: HOW TO GROW YOURSELF AND YOUR ORGANIZATION

Take your career to new heights with this unique 100-day learning journey.

Receive daily reflections and lessons about how to grow yourself and your organization with these 3-5 minute videos featuring world-class leadership coach, Professor Robert Quinn. Dive deeply into areas where transformation is most needed in your life, relationships, and the impact you have on others.

Our popular 100-day course is now also available in 20-day chapters for your convenience. Enjoy one month, or five months at a time in the order of your choosing. For added flexibility, you can align chapter topics in the order that best meets your individual or team growth and development needs. Along with structured weekly reflections, build the habits and new understandings to become the leader you really are.

WHO SHOULD ATTEND?

- Leaders - formal and informal
- People seeking a unique, sustainable leadership development experience
- Teams seeking extraordinary results through common language, supportive approaches

WHAT SETS THIS PROGRAM APART

- Evidence-based research validated by real-world data and results
- Highly personalized learning experience created by live, online events, based on your own data and assessment results. Our Ross faculty collate and analyze the coursework to create a personalized discussion at the end of each session.
- Learn frameworks taught and developed by our own Michigan Ross Executive Education Faculty.
- Learn from a *Financial Times* Top 3 global open enrollment executive education provider.

KEY BENEFIT

- Now organizations can do leadership development in a fashion that is more effective, less expensive, and automatically gives rise to organizational improvement.
- Supplement current initiatives with this extended application series.

REGISTER TODAY »

THE PROGRAM STRUCTURE

This online course includes five separate, 4-week program chapters. Each 4-week (20-day) chapter is also available to take individually or can be combined to create the complete 100-day online course experience.

HOW DOES IT WORK?

- **Watch.** In this unique learning journey you will get an email each day that links to a 3-5 minute video. In that video, MI Ross Renowned Professor Robert Quinn shares an inspiring story from his 40 years of working with global organizations worldwide.
- **Reflect.** Each story is followed by 2 simple questions. You post your answers to your online community.
- **Consolidate.** Each week you consolidate - squeeze the learning of each day into a single statement of learning for the week.
- **Transform:** You share successes and transform each member of your learning community with aspiration. As you do you turn individual leadership development into organizational change.
- **Results:** After 4 weeks of this process, you will have started to ingrain perspectives, develop new practices, and build new habits of interaction with colleagues, friends and family. Experience how these changes will begin to transform your life, your relationships, and the impact you have on others.

DISCOVERING YOUR LEADERSHIP

In this four-week journey you will be invited to consider who you really are, the capability you have to create the culture you desire at work, the kind of learning that is required, and the kind of influence you can wield to change and empower those around you. At the end of four weeks, you will have a new view of who you are and who you can be.

- Week 1 - Who You Really Are
- Week 2 - Leaders Create Culture
- Week 3 - Transformative Learning
- Week 4 - Transformational Leadership

LEADING WITHOUT AUTHORITY

In this four-week journey you will be invited to consider; how to influence up the organization; how to become an influential voice for positive change, how to imbue an organization or unit with a higher purpose, and how to communicate the purpose so as to create a high performance team. At the end of four weeks, you will know how to change organizations that do not want to change.

- Week 1 - Leadership and Upward Influence
- Week 2 - Leadership and Voice
- Week 3 - Leadership and the Power of Purpose
- Week 4 - Leadership and the Communication of Purpose

ACCELERATING DEEP CHANGE

In this four-week journey you will be invited to consider: the potent but mostly ignored process of emergence, how to help people empower themselves, how to bring about the process of deep change; and how to discipline your mind so that every day you are accelerating the development of your own leadership. At the end of four weeks, you will understand and know how to bring about deep change.

- Week 1 - Emergence
- Week 2 - Intellectual Stimulation
- Week 3 - Deep Change
- Week 4 - Disciplined Reflection

ENTERING THE FUNDAMENTAL STATE OF LEADERSHIP

In this four-week journey you will be invited to consider; how to clarify your highest purpose in every situation, how to recognize the emergence of your own hypocrisy and turn it into integrity. Build a culture of trust, and create a culture of collective learning. At the end of four weeks, you will know how to turn any negative situation, positive.

- Week 1 - Leadership and Purpose
- Week 2 - Leadership and Integrity
- Week 3 - Leadership and Trust
- Week 4 - Leadership and Learning

WIELDING TRANSFORMATIVE POWER

In this four-week journey you will be invited to consider: the nature of moral power, how to value and appreciate those around you, how to move from authority to inspiration, how to transcend your ego, and see the dynamic system of which you are a part. At the end of four weeks, you will know how to move from authority to influence without authority.

- Week 1 - Moral Power
- Week 2 - Individualized Consideration
- Week 3 - Inspirational Motivation
- Week 4 - Seeing the Dynamic Whole





THE FACULTY

ROBERT QUINN

Robert E. Quinn holds the Margaret Elliot Tracey Collegiate Professorship at the University of Michigan and serves on the faculty of Management and Organization at the Ross Business School. He is a co-founder and the current co-director of the Center for Positive Organizations. Quinn's research and teaching interests focus on leadership, organizational change and effectiveness. He has published 18 books on these subjects.

Bob is a fellow of the Academy of Management and the World Business Academy. He was a co-recipient of the Academy of Management's 2010 Martin Trail Blazer Award for opening new directions in the field of organization theory. He is also the recipient of the 2011 Marion F. Gislason Award, presented for life-long contributions to the field and practices of leadership. His paper on positive leadership was recently selected by the *Harvard Business Review* as one of the ten all-time classics in self-leadership. His competing values framework is used by organizations across the globe. He has forty years of experience in assisting organizations in making cultural change.

**ROSS FACULTY
RANKED
#1 FACULTY IN
OPEN ENROLLMENT
PROGRAMS**

—*Financial Times*, 2020



THE UNIVERSITY OF MICHIGAN

Founded in 1817, University of Michigan is one of the first public universities in the U.S. The University of Michigan is one of only two public institutions in the U.S. consistently ranked in the top ten and has more than 100 top-ranked graduate programs. U-M maintains a global presence including initiatives in Southeast Asia, Brazil, the Middle East, India, and China.

MICHIGAN ROSS

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is committed to building a better world through business. Through powerful ideas, purpose-driven leaders, and positive impact, we use business to make a meaningful difference in the world. Our unique approach focuses on action-based learning and interdisciplinary, team-oriented situations.

As a general management institution, Michigan Ross has earned acclaim for academic excellence: Approximately 230 faculty members research, consult and teach in all areas of business.

EXECUTIVE EDUCATION

Michigan Ross offers 30+ diverse open enrollment offerings in multiple formats and numerous custom programs annually, serving more than 4,000 executives. Ross delivers open enrollment programs around the globe and custom programs wherever our partners request.

Executive Education has been named a Top 10 global provider by the *Financial Times* for the past five years fueled by excellence in our unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organizational performance.

No matter your business challenge or strategic priority, Michigan Ross can be your partner in success. We'll help take your organization's leaders to the next level as they collaborate with world-class faculty who are adept at translating academic work into effective business practices. Our hands-on, action-based approach helps identify organizational goals and immediately apply proven concepts to your everyday work.

Open Enrollment Programs

Whether you're an organization working to enhance your leadership pipeline or an individual seeking to advance your career, Michigan Ross Executive Education offers a variety of programs to satisfy your needs.

EXPLORE »

Custom Online Programs

Michigan Ross collaborates with organizations around the world to translate their goals into successful, immersive digital learning experiences. To learn more about how we successfully collaborate with organizational partners to create immersive online learning experiences, contact rossexeced@umich.edu, or +1 734-763-1000.

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"The content is spot on for our goal of positive leadership. It provides many different layers and approaches to teach the material. By making it a daily habit, it becomes a constant reminder of the type of leaders we aspire to be. The format is perfect for rolling it out at our organization. It is low cost. Multiple sessions allow us to send another batch of leaders through the training. It is remote learning which makes it accessible by all"

— Chester Kustarz, VP of Engineering,
Duo Security

UPCOMING

4 Oct. 2021 - 18 Feb. 2022

10 Jan. - 27 May 2022

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TUITION

\$500 US

- Individual pricing for the 4-week (20-day) chapter is \$150.
- Tuition covers access to the program platform where the videos reside and where commitments and reflections are captured and shared with your cohort.
- Program registration closes 5 business days prior to the program start date. The fee must be paid in full in US dollars (net of any tax) before access to the platform can be granted.
- The 100-day program qualifies for modified special pricing; contact us for specific details.
- The 20-day chapter program does not qualify for any special pricing.
- See our website for our Cancellation, Transfer & Substitution Policy

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FOR MORE INFORMATION, CONTACT:

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REGISTER TODAY »

The Regents of the University of Michigan

Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown,
Sarah Hubbard, Denise Ilitch, Ron Weiser, Katherine E. White, Mark S. Schlissel (ex officio)

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