OPEN ENROLLMENT PROGRAMS

GENERAL BUSINESS MANAGEMENT

Executive Development Institute *($16,000; June 16-28, 2013 and October 6-18, 2013)*
This program will give you the essential tools, focus and knowledge to become a strategic leader. Over the course of two weeks, you will learn key concepts to advance your career and build a network with other participants from a variety of industries.

Sales Management *($3,700; To Be Announced)*
In this three day Sales Management program, you will gain insight into how to effectively manage your organization's sales force and optimize your sales management efforts.

Strategic Planning and Business Decision Making *($3,700; To Be Announced)*
This three-day program has been designed to equip executives with the advanced strategic planning and business decision-making skills they need to excel as multifaceted leaders in today's dynamic business world

Change Management *($3,700; To Be Announced)*
This program is designed to train senior managers to enhance their organizational effectiveness and ensure long-term success by initiation, leading and managing organizational change.

LEADERSHIP AND EFFECTIVENESS

Leadership Effectiveness Workshop *($3,700; May 20-22, 2013 and September 30-October 2, 2013)*
Over three days, you will learn about your own leadership style and maximize your leadership strengths. In addition, you will learn the qualities essential to being a great leader on a professional and personal level.

Women in Business: Transitioning to Leadership *($3,850; June 3-5, 2013 and November 4-6, 2013)*
During this three-day seminar, you will enhance your ability to make the transition from managing to leading. What's more, you will learn practical skills to strengthen your impact as a leader and learn from other participants' experiences.

Project Leadership: Build a Best-in-Class Project Team *($3,700; To Be Announced)*
In this three-day seminar, participants will learn how to address the challenges faced in leading projects that standard project management techniques cannot solve.

Intentional Leadership: Overcoming Barriers to Reach Your Full Potential *($2,700; To Be Announced)*
This two-day seminar is designed to help you break out of your routine and reach your leadership potential. Learn how to identify and overcome obstacles that inhibit personal performance and utilize this knowledge to make successful business decisions.

BUSINESS COMMUNICATIONS

Negotiation Skills for Effective Managers *($2,700; May 23-24, 2013 and October 3-4, 2013)*
In this negotiation strategies program, you will uncover your strengths and weaknesses as a negotiator. You will learn effective negotiation tactics and practice important negotiation techniques with others to enhance your skills and become more effective in your daily interactions.

*For more information, call **1-800-UNC-EXEC** or visit us online at **www.ExecDev.unc.edu***

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BUSINESS COMMUNICATIONS

Enhanced Business Communication through Storytelling *($2,700; To Be Announced)*
In this business communications program, you will practice how to use the storytelling technique to help communicate business narratives to various audiences. Specifically, you will learn a formula for telling stories that will help you effectively organize and communicate abstract concepts, share best practices and key initiatives, and motivate your workforce.

Developing Leadership Presence *($2,700; To Be Announced)*
In this program, you will explore and refine your leadership presence so that you can lead more effectively in your organization. Participants will develop effective strategies for presenting information in a motivating manner, practice confidence-building techniques and identify and rehearse 'best practices' for cultivating confident body language and vocal quality.

HUMAN CAPITAL MANAGEMENT

Business and Human Resources: *($5,750; May 13-17, 2013 and October 28-November 1, 2013)*
Leading HR and Your Organization into the Future
This five-day program is offered in partnership with the Society for Human Resource Management. You will develop the key knowledge and skills that will make you a successful, strategic business partner and more effective with leaders in your organization.

Talent Management Institute *($4,900; June 10-13, 2013 and February 24-28, 2014)*
In this four-day program, you will significantly improve your talent management skills and capabilities and the impact you are having in your organization and the world by learning how to drive the talent agenda your company needs.

FINANCIAL MANAGEMENT

Financial Analysis for Non-Financial Managers *($3,700; April 16-18, 2013 and September 18-20, 2013)*
Over the course of three days, learn how to better communicate your organization's financial position. By the end of the seminar, you will be able to interpret financial statements, annual reports and understand financial terms such as liquidity and goodwill.

STRATEGY AND INNOVATION

Strategic Innovation for the New Business Environment *($3,850; June 3-5, 2013)*
In this three-day seminar, you will come to understand the various forms of innovation. Learn how cultural change is required to make it a business necessity and how you can infuse innovation into your strategic planning and implementation.

Leading Social Media Strategy ($2,700; *To Be Announced*)
In this two-day program, you will explore both the promise and the potential pitfalls of social media as a new channel for organizational communication and decision making. Find out how social media campaigns can be successfully implemented within a larger strategy.

CORPORATE SUSTAINABILITY

Becoming Green: Effective Sustainability Strategies for You and Your Organization *($3,700; To Be Announced)*
During this three-day seminar, better position yourself and your organization to effectively navigate risks and pursue rewards by ensuring that your major initiatives are designed to incorporate sustainable best practices.

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