EXECUTIVE EDUCATION CATALOG OF PROGRAMS

Terry College of Business UNIVERSITY OF GEORGIA
University of Georgia’s Terry College of Business Executive Programs offers a suite of conferences and educational leadership programs designed to meet the needs of businesses and executives. Whether at our classroom facilities in Buckhead or on site at your organization, we combine faculty with industry experts to deliver programs that provide critical skills necessary for success.

CUSTOM PROGRAMS

The Office of Executive Programs at the Terry College of Business understands that developing human capital and creating innovative processes drive financial performance and increase bottom line results. We partner with organizations to identify their business needs and design professional development programs that foster leadership, drive innovation and strategy, and promote change.
TERRY EXECUTIVE EDUCATION CENTER

• Conveniently located in the heart of Buckhead near MARTA, restaurants, lodging, and more.
• Executive style classrooms, boardroom, and flexible event space.
• High speed WiFi and state-of-the-art audio/visual equipment.
• Large special events room for receptions and dinners capable of accommodating up to 120 attendees.

COURSE LISTINGS

Leadership and Strategy, pg 4

Industry Certification, pg 14

Online Programs, pg 18

Conferences and Symposia, pg 21
Certificate in Business Leadership

Utilizing top faculty and engaging research, University of Georgia has developed the Certificate in Business Leadership that delivers actionable plans and a toolkit for the working professional. Our robust course offerings focus on innovation, finance, strategy, personal leadership, change management, team effectiveness, and transformational leadership. This certificate has been uniquely designed to help you fulfill your potential as a leader in your organization.

Earn the Certificate in Business Leadership from University of Georgia by completing any combination totaling 5 days of programs offered below:

**Strategy: Outthink Your Competition** – This course provides a thorough understanding of the concepts, processes, players, and planning elements involved in developing a strategic advantage over the competition in any business environment.

**Strategic Innovation** – You’ll learn how to create an innovation strategy that will guide you in designing a system to match your specific competitive needs.

**Finance Essentials** – You’ll gain the tools and concepts to make best use of financial data for decision-making, analysis, and valuation. Learn how to collect, disaggregate and communicate the most important data for making the right decisions and best use of scarce resources.

**Personal Leadership** – This course equips you with a comprehensive understanding of the leadership growth cycle as you move from individual contributor to manager and executive, and provides useful tools and guidelines for leading your team from good-to-great.

**Change Leadership** – In this course, you’ll focus on the challenges faced in leading organizations through rapid and disruptive change, highlighting some of today’s most effective models and approaches. Self-assessments are incorporated into the learning activities, to help you gain a better understanding of your personal readiness for change and develop the skills and tools you need to successfully lead your teams.

**Team Effectiveness** – Bringing out the best in your team is a common organizational aspiration. By acknowledging that teams come in a diverse variety sizes and skill-levels, you can learn how to diagnose and maximize the performance of any team. You’ll master useful, executable intervention techniques that will equip you to increase the effectiveness of any assigned team, regardless of its characteristics.

**Leading for Engagement: Principles of Transformational Leadership** – You’ll learn the principles of transformational leadership and how to apply the building blocks for igniting a disengaged workforce.
Strategy: Outthink Your Competition

Why does one firm perform better than another? How can a firm maintain its competitive advantage over time?

Learn the tools expert researchers are using to evaluate performance at companies and how you can use them to improve yourself and your company’s position in the industry.

Who Will Benefit:
Individual contributors and managers alike

Career Impact:
- Understand the concepts, processes, players, and institutions in your strategic business environment.
- Learn how to develop effective strategies through industry and firm level analyses.
- Analyze the internal and external environments of the firm through a SWOT analysis.
- Understand the types and best approaches for implementing business and corporate strategies.
- Distinguish the benefits and drawbacks of strategic implementation vehicles (e.g., mergers, acquisitions, takeovers, and more.)
- Review and discuss current issues related to corporate governance.
- Explain biases associated with strategic planning and strategic decision making.

Course includes program materials, snacks, meals, and parking

Certificate in Business Leadership
Earn a Certificate in Business Leadership from University of Georgia by completing this course and four other Leadership courses. Learn more at: executive.terry.uga.edu/businessleadership

LOCATION
Terry Executive Education Center, Atlanta

COST
$950

FACULTY
Dr. Scott D. Graffin
Professor, Department of Management, Terry College of Business at University of Georgia

Dr. Mike Pfarrer
Associate Professor, Department of Management, Terry College of Business at University of Georgia
An organization’s capacity for innovation begins with a well-defined and established system: a coherent set of interdependent processes and structures that dictates how the company searches for novel problems and solutions, synthesizes ideas into a business concept and product designs, and selects which projects get funded.

Learn how to create an innovation strategy that will guide you in designing a system to match your specific competitive needs.

**Who Will Benefit:**
Individual contributors and managers alike

**Career Impact:**
- Develop a deep, rich understanding of what your customer and end-users want.
- Determine the direction the market needs to take and define where future opportunities will emerge.
- Implement a step-wise innovation process for refining your existing top ideas to increase reward and reduce risk.
- Establish a natural rhythm and flow of new ideas.

Course includes program materials, snacks, meals, and parking

**Certificate in Business Leadership**
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Finance Essentials

By understanding the extent a particular unit, project or idea adds value to an organization, we can better allocate scarce resources and improve operational and financial decision making in a way that creates economic value.

Gain the tools and concepts that help you use financial data for decision making, analysis, and valuation. Learn how to better communicate the basis of your decisions and compete successfully for scarce resources.

Who Will Benefit:
Individual contributors and managers alike.

Career Impact:
• Master basic valuation tools and techniques, including the time value of money and basic stock and bond valuation.
• Implement commonly used investment analysis tools, such as IRR, payback and NPV, and the costs and benefits of each approach.
• Learn how to use discounted cash flow analysis to make capital spending decisions and identify incremental cash flows, how to treat opportunity costs and sunk costs.
• Effectively apply investment analysis and cash flow analysis tools to defend your data.

Course includes program materials, snacks, meals, and parking

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LOCATION
Terry Executive Education Center, Atlanta

COST
$950

FACULTY

Dr. Stuart Gillan
Associate Professor, Department of Finance, Terry College of Business at University of Georgia
Personal Leadership

As an individual contributor, you are concerned with your success. As a manager, you concentrate on processes and procedure, and meeting expectations. But as a leader, you strive to inspire, motivate, and exceed goals.

This course is designed with an understanding of this cycle and provides guidelines and tools on how to move you and your team from good to great.

Who Will Benefit:
High potential individual contributors and new managers who need assistance making the transition into team leadership.

Career Impact:
• Define a compelling picture of aspirational leadership qualities.
• Determine the positive and negative attributes of your leadership development level.
• Implement a timeline for achievement of major personal development areas of improvement.

Course includes program materials, snacks, meals, and parking

Certificate in Business Leadership
Earn a Certificate in Business Leadership from University of Georgia by completing this course and four other Leadership courses. Learn more at: executive.terry.uga.edu/businessleadership

LOCATION
Terry Executive Education Center, Atlanta

COST
$950
Change Leadership: Engaging People for Organizational Change

An organization’s ability to drive change depends on how well it anticipates and manages the transitions people must make to get to the future state.

Build the skills and develop tools needed to successfully lead change and create sustainable impact. Learn how to effectively manage resistance to change, within the organization and at the individual level.

Who Will Benefit:
New managers who need assistance making the transition into team leadership, and more experienced managers and directors that are facing change within the organization.

Career Impact:
- Evaluate the connection between employee engagement and employee performance.
- Position yourself as a leader that fosters alignment and accountability.
- Implement the 7 factors that impact an employee’s behavior and involvement.
- Motivate and support employees to achieve desired results.

Course includes program materials, snacks, meals, and parking

Certificate in Business Leadership
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LOCATION
Terry Executive Education Center, Atlanta

COST
$950

FACULTY
Dr. Wendy Ruona
Associate Professor of Human Resource Development, College of Education, University of Georgia
Team Effectiveness

How to bring out the best in your team is a common organizational aspiration. By acknowledging that teams come in a variety of shapes and sizes, you can learn how to diagnose, understand and change the performance of any team.

Master specific and executable interventions that can increase the effectiveness of your team, regardless of its characteristics.

Who Will Benefit:
Team leads who are new to managing others, and leaders faced with challenging team dynamics at any level of the organization.

Career Impact:
• Identify the promise and peril of your team.
• Understand the process gains and losses at play.
• Learn intervention techniques for improving team effectiveness.

Course includes program materials, snacks, meals, and parking

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LOCATION
Terry Executive Education Center, Atlanta

COST
$950

FACULTY
Dr. Jason Colquitt
William Harry Willson Distinguished Chair and Professor, Department of Management, Terry College of Business at University of Georgia
LEADERSHIP AND STRATEGY

Regardless of whether you are a mid- or senior-level manager, or a leader in the midst of major or more subtle organizational change, this course is a must-attend learning opportunity.

Participants will learn:
- What it means to be a transformational leader
- The “building blocks” of employee engagement
- How leadership and engagement are connected

The course includes a number of questionnaires to gauge your leadership style. Additionally, employee assessment tools will be provided so that managers can better determine their employees’ view of their work and level of engagement.

Key learning outcomes of the program include:
- Enhancing your ability to diagnose engagement problems.
- Building a solid understanding of your personal leadership style and preferences.
- Becoming more transformational in your techniques and approaches.
- Transforming a disengaged workforce to drive business performance.

Course includes program materials, snacks, meals, and parking

Certificate in Business Leadership
Earn a Certificate in Business Leadership from University of Georgia by completing this course and four other Leadership courses. Learn more at: executive.terry.uga.edu/businessleadership

LOCATION
Terry Executive Education Center, Atlanta

COST
$1,900

FACULTY
Dr. Jason Colquitt
William Harry Willson Distinguished Chair and Professor, Department of Management, Terry College of Business at University of Georgia
Leadership Power for Women

Build a network of resourceful professionals, leverage peer learning opportunities, and enhance your leadership tool set with guidance from experts in executive coaching and leadership.

This course is comprised of three one-day modules. The modules are scheduled to allow ample time to reflect and put learnings into action. You will receive two executive coaching sessions along with a peer coaching cohort following the completion of the program. Executive coaching will give you the support you need for improving specific skills – communication, delegation, conflict management, team building, persuasion, etc.

We offer direct billing and can work with your employer to help coordinate company reimbursement arrangements.

Who Will Benefit:
Female leaders in early or middle management roles who have a desire to advance to the next level. The content for this program uses data from leadership research, mainstream media, and evidence-based results from coaching women.

Career Impact:
• Learn to recognize and navigate obstacles you will face on the path to becoming a high impact leader.
• Increase confidence in your career and leadership planning, as well as short- and long-term decision-making.
• Identify and address limiting beliefs and behaviors that create roadblocks to achieving next-level leadership opportunities.
• Chart a path to empowerment that aligns your career aspirations and leadership strengths to your authentic core.
• Strengthen leadership skills and identify growth opportunities.
• Create an actionable leadership growth plan unique to your aspirations, goals, and opportunities – selecting the right development partners at the right points on your achievement timeline.
• Meet a network of professionals that will help you reach your goals.

LOCATION
Terry Executive Education Center, Atlanta

COST
$2,850

FACULTY

Jodie Charlop
NCC, RCC, CMC
executive coach
Transition to Manager: A One-Week Boot Camp

The transition of rising from an individual contributor to a highly effective people manager can often prove the most difficult and risk-filled journey in anyone’s professional career. This intensive week-long program focuses on the core principles that characterize excellence in leadership and highlights the key steps involved in successfully moving from a team member to a successful team leader. Participants of the program learn the six essential conversations that effective managers must master in order to motivate their teams toward outstanding performance, as well as develop the foundational skills that will elevate them to become exceptional leaders.

The Transition-to-Manager Boot Camp provides an immersive training experience for current and emerging managers in the fundamentals of effective team leadership. Participants are actively engaged in a number of interactive sessions that include performance goal-setting, effective communication techniques, and proactively taking on key block and tackle issues that involve managing team conflict and navigating organizational change. These skill sets are reinforced through interactive role playing and one-on-one coaching provided by industry-experienced instructors. Senior executives see an immediate positive impact in the demeanor and performance of their newly-trained managers as they lead their staffs toward successfully achieving assigned goals.

Who Will Benefit:
New managers and supervisors, experienced managers who have received formal training and seek to further develop their leadership skills.

Career Impact:
- Increase potential for success in moving from an individual contributor to a great people manager.
- Improve opportunities for future promotions to advanced leadership positions.
Unlike other programs in Atlanta, University of Georgia offers a blended course format which melds traditional classroom education with the convenience of an online experience. The 12-month program meets face-to-face one night a week every other week and is supplemented with online classes to cover all personal finance essentials. This robust format allows you to complete the educational requirements mandated to sit for your CFP® exam faster than any other program currently offered.

Understanding that a complete online learning format is not the right fit for every learner, University of Georgia’s CFP® blended program features a highly engaging online component that compliments the instructor led courses. The controlled pace of the program allows for built-in accountability.

Courses cover:
- Fundamentals of Financial Planning and Insurance
- Investment Planning
- Income Tax Planning
- Retirement Planning
- Estate Planning

The course concludes with a Capstone/Case Study that helps students integrate their knowledge of these financial planning subject areas and prepares them to take the CFP® exam. Developing a complete financial plan for a fictional client is a highlight of the Capstone module, preparing students through a simulated learning experience in much the same way as student-teaching prepares those in the field of education.

Completing the course is a major component of earning the CFP® certification and demonstrates that the student has met high professional standards and agrees to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism, and diligence when dealing with clients.

“It’s a fantastic time to become a CERTIFIED FINANCIAL PLANNER™ because the need for it is significant. The curriculum the Terry program uses now is the best that’s out there.”

— Andy Harbor, Senior Vice President, Morgan Stanley CFP®, CIMA®
Certified Personal Retirement Specialist™

Traditional In-Class Format:

- Consists of 16 courses that can be completed in three to four months
- Offered in a blended format at University of Georgia’s Terry Executive Education Center, located in the heart of Atlanta’s Buckhead business district

Self-Paced Online Format:

This online certification offers a unique blend of both technical knowledge and client application. You will:

- Acquire the requisite knowledge to become a Certified Retirement Specialist.
- Learn “best practices” in our Key Practice Management Resources, with numerous examples for how to immediately grow your business.
- Sharpen your sales skills through our “Retirement Planning Conversation” video.

LOCATION
Terry Executive Education Center, Atlanta or Online

COST
$1,195

FACULTY
Bruce Starks, CPA, CFP®
Faculty Director
Senior Instructor and Curriculum Developer at Greene Consulting Associates and is Founder and Lead Instructor in the Starks CFP® Examination Review in Atlanta
Lean Six Sigma Green Belt Certification

Regardless of your area of focus, you can benefit from the Terry College of Business’ Lean Six Sigma program. Six Sigma is an enterprise-wide, data-driven methodology used to improve products and processes by increasing operational efficiencies, and improving the value delivered to your customers. This five-day engagement brings together supervisors and mid-level managers across service and manufacturing industries who strive for flawless execution, seek continuous process improvement, and drive nonstop toward peak operational efficiency within their companies.

Earn Your Lean Six Sigma Green Belt Certification

Participants earn both a Yellow Belt and Green Belt during the program, which includes an interactive exercise around a hospitality industry case study. The class will analyze the company’s approach to Lean Six Sigma across a broad spectrum of functions, including customer service and logistics. Students also will master the latest Lean Six Sigma tools, including visual management, Eight Wastes, 5S methodology, mistake proofing, and SMED. On the final day of the program, participants will sit for their Lean Six Sigma Green Belt certification exam.

Career Impact:

A Green Belt certification sets professionals apart from their colleagues as being uniquely equipped with the right combination of analytical problem solving, critical thinking, and process-improvement skills.

“The value of this is worth well beyond the cost. What you take away from this is not only going to benefit the company, but also the employees. It’s well worth the time and effort spent. We’ll highly encourage more employees and colleagues to come and take this course.”

— Christian Oyola, Senior Operations Consultant, Ranstad Technology
Project Management

The demand for project management skills in today’s business environment continues to increase with rapidly evolving, complex infrastructures and expanding global reach. University of Georgia’s Terry College of Business is proud to offer a Project Management course that addresses the often-overlooked leadership and communication skills critical to overseeing a project to completion.

The course material is designed to cater to your work environment, providing templates, skills and knowledge that can be immediately applied to work assignments. If you’re preparing to take the CAPM or PMP exams, the course provides core information and practice quizzes over the PMBOK material and introduces PMI terminology and study tips.

While the concepts, techniques and applications are covered in the first four days, the final and fifth day (optional) is dedicated entirely to passing the CAPM and PMP exams.

This Project Management course provides 35 hours of project management education, meeting the education requirements for both PMI’s Certified Associate in Project Management (CAPM) ® and Project Management Professional (PMP) certifications. Additionally, the program awards Continuing Education Units (CEUs) upon request.

Who Will Benefit:

Whether you are a highly specialized individual contributor or responsible for managing others, you will increase your expertise and understanding of best practices in project management.

Career Impact:

• Learn how to scope a project by developing a work break down structure.
• Understand Earn Value Analysis and how it keeps your project on schedule.
• Create custom techniques for developing a schedule.
• Gain valuable tips on how to manage scope creep.
Certificate in Digital Marketing

Digital marketing is now a necessary skill in the modern workplace, whether you are a marketing professional, manager of a marketing team, or an executive who needs to understand the strategic landscape of the modern marketplace. The Terry College of Business has partnered with Silicon Valley experts to design comprehensive training programs specific to these job roles, to provide you access to the knowledge you need, and the skills and strategies required to enhance your existing career path and knowledge base.

These training programs complete the educational requirements for the Online Marketing Certified Associate (OMCA) or Online Marketing Certified Professional (OMCP) designation exam. Successfully completing training will prepare you to sit for these exams.

We currently offer 3 Digital Marketing (DM) course tracks, tailored to the needs of Executives, Marketing Professionals and New Media Professionals:

**Digital Marketing for Executives**
This 3-month course is designed for business professionals who seek to better understand digital marketing at a high level. It provides a foundational framework for mastering all major digital marketing channels.

**Digital Marketing for Marketing Professionals**
This 6-month course is built to support existing marketers further advance their professional skillset. It includes topics covered in Digital Marketing for Executives, plus advanced classes in search/PPC marketing, conversion optimization, SEO, and web analytics.

**Digital Marketing for New Media Professionals**
This 6-month course immerses media and marketing professionals in the fundamentals of digital media marketing. It includes all topics covered in Digital Marketing for Executives, plus advanced classes in social media, email marketing, content strategy, and mobile marketing.
Fundamentals of Finance

A fundamental understanding of finances by leaders ensures that all areas of the business are thoughtfully considered when evaluating and implementing strategic changes. In University of Georgia’s online Fundamentals of Finance program, you’ll learn the basic concepts and analytical tools of finance in the corporate finance and investment arenas.

Once registered for Fundamentals of Finance, participants will have access to the class modules for three months from the scheduled start date. The course is designed to provide the flexibility of completing the modules at any time during the scheduled period, allowing participants to work on reading assignments and course exercises at their own pace. Upon completion of the course, participants will receive a Fundamentals of Finance Certificate from University of Georgia’s Terry College of Business.

LOCATION
Online

COST
$950

FACULTY

Dr. Chris Pope
Senior Lecturer,
Department of Finance,
Terry College of Business at University of Georgia

“I made it through 22+ years as an Accountant and Corporate Controller without needing to use very many finance principles. As a new CFO, I am finding out how valuable those concepts can be.”
— Wendy J. Cook, Senior VP & CFO, Athens Regional Health System
**Tarkenton Certificate in Entrepreneurship**

The Tarkenton Certificate in Entrepreneurship gives you the power to make your own way. It’s a comprehensive program that delivers the knowledge and tools you need to start or accelerate your business. Combining the educational expertise of University of Georgia’s Terry College of Business faculty with the entrepreneurial legacy of the Tarkenton Institute, the program combines fundamental business skills with entrepreneurial thinking. Our Program includes 100 hours of video lectures and hands-on practical assignments to prepare you for the world of entrepreneurship.

**6 MODULES**

(≈ 100 HOURS TO COMPLETE)

1. **Principles of Entrepreneurship**
2. **Planning Your Venture**
3. **Running Your Venture**
4. **Customer Acquisition**
5. **Financial & Legal**
6. **Operations**

**LOCATION**

Online Tarkenton Schoology Platform

**COST**

Complete Access: $850

Other pricing options available

“Risk more than others think is safe. Dream more than others think is practical.”

— Howard Schultz, CEO of Starbucks
Trucking Profitability Strategies

Trucking Profitability Strategies brings senior trucking professionals together to discuss best practices and emerging trends that can immediately improve performance and profitability and prepare participants for future opportunities and challenges. For 30-years this program has continued to feature leaders in trucking as presenters and panelists.

**Topics:**
- Fuel Efficiency
- Monetizing Your Investment
- Influencing Drivers Career Path
- Influencing Drivers–Driver Behavior
- Technology and Digitalization
- Hot Topics
- Opinions & Advice

**Who Will Benefit:**
Senior trucking professionals or rising trucking professionals.

Note: Attendance is restricted to asset based trucking companies to maximize the learning and networking experience. Unlike other programs, no suppliers or vendors attend this conference

“Over the years, I have attended the Trucking Profitability Strategies Conference many times. I have always been impressed by the number of trucking industry leaders who attend and participate. It is a “no-nonsense” approach that strikes at the very heart of the most important issues affecting the industry. I would strongly recommend attendance to anyone in trucking.”

Advanced School of Marketing Research

University of Georgia’s Terry College of Business partners with the American Marketing Association to provide marketing researchers and managers valuable tools to increase sales, price products for increased profit, earn maximum return from marketing dollars, and strengthen customer loyalty.

**Topics:**
The program takes a pragmatic approach to helping researchers solve real marketing challenges from the insights of leading practitioners. Selected for their knowledge and experience in the marketing industry, instructors explain, apply, and demonstrate the latest thinking in marketing research methods and models including:

- Segmentation
- Competitive intelligence
- Qualitative research methods
- Structural equation modeling
- Developments in online research
- Research approaches to pricing decisions
- Customer loyalty and profitability research
- Measuring and strengthening brand equity
- Experimental design for conjoint and discrete choice modeling
- Application of agent-based modeling to maximize return on marketing investments

Session topics are based on the recommendations of leading marketing research directors and analysts, AMA officers, past attendees, and the Terry College Master’s of Marketing Research Executive Advisory Board.

**Who Will Benefit:**
Professional marketing researchers and market research managers with a solid foundation of experience in marketing research and a fundamental understanding of statistical methods who are looking for advanced techniques.

**LOCATION**
Terry Executive Education Center, Atlanta

**FACULTY DIRECTOR**
Dr. John S. Hulland
Emily H. and Charles M. Tanner Jr., Chair in Sales, Management Department of Marketing, Terry College of Business at University of Georgia

**DURATION**
Five days
Marketing Research Immersion Workshop

Marketing Research Immersion Workshop provides a foundation for understanding marketing research. This program focuses on the nuts and bolts of design, analysis, implementation, and interpretation of both qualitative and quantitative marketing research and customer insights, skills that are invaluable to entry level researchers and analysts or marketing managers.

**Topics:**

- The Fundamentals of Marketing Research
- Introduction to Qualitative Marketing Research
- Qualitative Marketing Research: Expanding on the Four Stages
- Creating an Effective Sampling Plan
- Designing Questionnaires
- Data Analysis: A Look at the basic tools
- Market Research: Engaging through Digitalization
- The Results are In: What’s the next step?

**Who Will Benefit:**

Research managers or analysts as well as marketing manager with research responsibilities.

**LOCATION**
Terry Executive Education Center, Atlanta

**COST**
$2,300

**DURATION**
Four Days
Board Governance Summit

The Board Governance Summit will reinforce or challenge existing knowledge and provide fresh perspectives and points of view on how to govern companies, develop strategy, align goals, engage shareholders and employees, and manage reputation during a crisis. The summit examines legal, fiduciary, and ethical responsibilities of board members, as well as a new perspective on board and c-suite leadership for private, public, and non-profit organizations or senior leaders who interact with boards.

Topics:

- Role of a Board Member
  - Governance and Succession Management
  - Accounting & Auditing Committee
- Reputation/Crisis Management: Understanding Risk
- Reception & Networking
- Shareholder and Employee Engagement
- Lunch & Keynote speaker
- Hot Topics
  - Cybersecurity
  - Data breaches
  - Digitalization
- Artificial Intelligence

Who Will Benefit:

New board members who are looking to familiarize themselves with standard board processes and procedures as well as seasoned board members looking to stay ahead of pressing governance issues.
Health Care Leadership & Education Summit

The Health Care and Leadership Education Summit aims to develop human capital, create innovative processes, and drive financial performance. It will feature industry leaders focusing on responsibilities of administrators, regulations, strategy, system operations and technologies, employee engagement and branding. The Summit will help organizations and their employees address specific business goals, in order to ensure they remain valuable and proactive leaders.

Program Topics:

• Health Care Administration: Transitioning to an Administrator Role
  • Role of a Health Care Administrator
  • Strategy
  • Focus on Finance: Improving Bottom Line Results
• Emerging Issues & Trends: Health Care Innovation, Technology, and Systems
• Reputation/Crisis Management: Understanding Risk
• Reception & Networking
• Employee Engagement
• Recruiting & Residency Programs
• Lunch & Keynote speaker
• Hot Topics & Emerging Trends

Who Will Benefit:

Health Care Leadership & Education Summit delivers professional and education curriculum for administrators, emerging leaders, and medical professionals.
Terry Executive Education Center
3475 Lenox Road, Atlanta, GA 30326

It’s easy to register for programs.
Call 1-866-238-0756, e-mail expr@uga.edu,
or visit executive.terry.uga.edu/register