

**PENN STATE UNIVERSITY  
ALIGNING STRATEGY, LEADERSHIP, AND CULTURE: KEYS TO COMPETITIVE  
ADVANTAGE**

The one week Aligning Strategy, Leadership, And Culture: Keys to Competitive Advantage program is offered at Penn State University in State College, Pennsylvania.

**Who Should Attend**

The Aligning Strategy, Leadership, and Culture program is designed for upper-middle and senior-level executives. This program prepares you to effectively deal with the multi-faceted complexities of leading today's organizations. Faculty leaders will have you step back and take a global view of your job and break down your role into strategic, interpersonal and execution components. You will receive feedback from the Strategy, Leadership, Culture Questionnaire (SLCQ®) that measures critical dimensions of organizational effectiveness.

**Program Highlights**

- Strategic leadership and managing cycles of change;
- Use organizational culture to positively affect performance and behavior in others;
- Develop a strategy and align your organization to perform;
- Uncover and capitalize on emerging market and business opportunities;
- Implement best processes for leading change;
- Strengthen your leadership effectiveness;
- Setting direction for your organization;
- Team-building methods and procedures;
- Create high-performing teams;
- Lead in a changing global environment

**Offerings:** One-week session, twice annually

**Contact:** Maria Taylor, Director                      **Telephone:** 817-807-7683  
Penn State Executive Programs  
Smeal College of Business  
The Pennsylvania State University  
382E Business Building,  
University Park, PA 16802-3004 Centre County  
(University Park AP SCE 10 min drive)  
Harrisburg – 2 hour; Philadelphia – 4 hours)  
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**Program Dates:** Mar 25-30, 2012; Sept 16-21, 2012

**Cost:** \$7,950 – 2012

Includes: tuition, books, materials, lodging, (includes the night before the program starts), meals, and hotel shuttle service to/from the airport.

**Application Deadline:** Six weeks prior to start of program.