

The Persuasive Change Leader

Ljubljana Executive Summer School

Slovenia

15 - 19 July 2013

This unique programme has been developed to respond to the major challenge facing managers in organisations today - leading change. By exploring current research and best practice in change management, participants will develop a critical understanding of a number of models and tools that can help them lead and manage change. They will also develop a greatly enhanced awareness of their own leadership style and capabilities in a changing environment, much of which will come through working with an international peer group. It is expected that participants will leave the programme not only with new knowledge and capabilities, but also with a renewed confidence in their own ability to lead change in their organisations.

This programme will benefit those who currently have, or plan to take on, a change leadership role in an organisational setting.

This programme adopts a strong practitioner perspective and will be highly interactive. A variety of teaching methods will be utilised throughout including discussions, group exercises, case study analysis, readings, videos and multi-media material. Participants will be supported in developing a strong international network by working with a range of other participants during exercises and assignments. Preparation of assigned readings and case studies will be expected.

Patrick C. Flood is professor of Organizational Behaviour at Dublin City University. He completed his PhD at the London School of Economics and is a Fellow of the Royal Society of Arts, Manufactures and Commerce. He is Honorary Professor of Management at Northeastern University, China and Academic Fellow at the Centre for International HRM, Judge Business School and University of Cambridge. He has taught on MBA and executive education programmes and consulted with over thirty companies in Europe. His two most recent books on leadership and change include *Persuasive Leadership: Lessons from the Arts and Leadership in Ireland*.

John Mc Mackin is a lecturer and consultant on change management, strategy and human resource management. He has taught on Executive programmes at a number of business schools in Ireland, Europe and the USA. As a consultant he has worked for over a decade with major organisations including Aegon International, Accenture, AIB Group, Bertelsmann Group, Citigroup, and Pirelli Tyres. He previously enjoyed a successful banking career in London and New York. John holds an MBA from Columbia University, New York, a Ph.D. from the University of Oregon, and his research has been published in major academic journals on HRM, psychology and economics.

Programme

Monday, 15 July (afternoon)

Knowing yourself and your team
Models of Change Leadership (Prof. Patrick Flood)
The Five Challenges of Change (Dr. John McMackin)

Tuesday, 16 July

Persuasive Change Leadership (Prof. Patrick Flood)
Video on persuasive leadership
Case: Revolution at Oticon (A)-(D)
Innovation through persuasive leadership
Case GE: The Evo Case
New Boss Speech Making

Wednesday, 17 July

The Networked Change Leader (Prof. Patrick Flood)
Leading change using social networks at work
Evaluating your social network at work
Application to own organisation
The GE EVO Case
Video Case on Change

Thursday, 18 July

Implementing Change (Dr. John McMackin)
Types of change/the External environment
Organisational Culture and Change
Tools of Cooperation and Change
Models of change implementation
Case exercise – change implementation

Friday, 19 July

Implementing Change (Dr. John McMackin)
Strategic Change via Innovation – Blue Ocean Strategy
Case exercise – change implementation

Group Presentations
Programme Review and Close



More Information

Alma Elezović
International Relations
E-mail: alma.elezovic@ef.uni-lj.si
Telephone: +386 1 5892 518

www.ef.uni-lj.si/summerschool/executive

The FACULTY OF ECONOMICS is the University of Ljubljana's largest member, with more than 6,000 full-time and part-time undergraduate and graduate students. Founded in 1946, the Faculty is an important pillar of the Slovenian research and business community. It has developed a strong international network with institutions worldwide. In 2006 the Faculty was awarded the EQUIS accreditation and in 2010 the AACSB accreditation. Both accreditations rank the Faculty among the best business schools.

The City of Ljubljana, the capital of Slovenia, is a relatively large central European city situated between the Alps and the Adriatic Sea and has approximately 300,000 inhabitants. It is the political and cultural heart of the Slovenian nation, safe and particularly charming in summer. It is a city of culture and a rich historical legacy which offers all the friendliness of a small town and at the same time everything that a capital city is expected to offer.

The REPUBLIC OF SLOVENIA lies at the heart of Europe where the Alps face the Pannonian plains and the Mediterranean meets the mysterious Karst. In 1991 Slovenia declared its independence and began its transition from socialism to a market economy. It is viewed as a safe country, being ranked among those countries with the lowest degree of risk. Slovenia joined the European Union in 2004 and introduced the euro in 2007.

APPLICATION DEADLINE: 8 JUNE 2013

Study fee
EUR 1.100; includes tuition and study materials, use of the Faculty library, computer rooms, free wireless internet, reception and farewell gathering and welcome package.