



ONE DAY MBA: THE CRITICAL STUFF THEY DON'T TEACH IN BUSINESS SCHOOL

with Lew Jaffe

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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In this engaging and immersive program, led by Loyola Marymount University's Business Professor of the Year, you will go beyond the surface of a traditional MBA curriculum to explore the deeper, often overlooked aspects of business leadership. Professor Lew's program is designed to equip you with essential leadership tools that are practical and vital for achieving long-term career success in today's complex business environment.

Through this program, you will understand the interconnected ecosystem of business and learn how to navigate and influence it effectively. These leadership tools and strategies will empower you to tackle challenges, seize opportunities, and make a measurable impact on your organization.

These concepts will be brought to life through real-world case studies and examples, providing a clear and practical understanding of how to apply them in various scenarios. By the end of the program, you'll have gained theoretical knowledge and actionable strategies that you can immediately implement to drive success in your organization and beyond.

LEW JAFFE

Lew attended the University of Pennsylvania, LaSalle University as an undergrad, earned a MBA at Stanford University's Graduate School of Business and a Doctorate in Business Administration from USC. Lew also holds his Master's Certification of Public Company Board of Directors from the American College of Public Company Directors. Trivial fact, Lew was a collegiate athlete playing basketball and, in the summer of 1976, he set the world record for playing Backgammon underwater with some of his teammates to raise money for a burn center in Philadelphia. Currently, in addition to his coaching CEOs and executives, Lew is a Clinical Professor and an Entrepreneur-in-Residence at Loyola Marymount University in the Fred Kiesner Center for Entrepreneurship Management where he won "Professor of the Year".

TOPICS COVERED

LEADERSHIP VS. MANAGEMENT: NAVIGATING THE BALANCE

UNDERSTANDING THE DISTINCTIONS: STRATEGY VS. EXECUTION
THE ROLE OF LEADERSHIP IN PROBLEM-SOLVING AND DECISION-MAKING
HOW MANAGERS AND LEADERS INFLUENCE THE BUSINESS ECOSYSTEM DIFFERENTLY

EVERYTHING IS A CHOICE: WHAT DO YOU CHOOSE?

THE DECISION-MAKING TOOLKIT: 7-STEP PROCESS, SWOT, AND ROOT CAUSE ANALYSIS
STRATEGIC TRADE-OFFS: SHORT-TERM VS. LONG-TERM THINKING
THE POWER OF ACCOUNTABILITY: ALIGNING CHOICES WITH BUSINESS GOALS

IDENTIFYING THE DIFFERENCE BETWEEN "INTERESTING" AND "IMPORTANT"

AVOIDING DISTRACTIONS: HOW TO PRIORITIZE BUSINESS CHALLENGES EFFECTIVELY
THE FOUR CRITICAL QUESTIONS FOR PRACTICAL GOAL SETTING
INTERACTIVE EXERCISE: SEPARATING "NICE TO KNOW" FROM "NEED TO ACT"

SPOTTING CORRELATION VS. CAUSALITY: THE SCIENCE OF SMART DECISIONS

WHY WE GET CAUSE AND EFFECT WRONG IN BUSINESS STRATEGY
USING ROOT CAUSE ANALYSIS TO AVOID FAULTY ASSUMPTIONS
REAL-WORLD EXAMPLES: MISLEADING TRENDS VS. TRUE BUSINESS DRIVERS

LOOKING FOR CONNECTIONS: SEEING EVERYTHING AS AN ECOSYSTEM

SYSTEMS THINKING: HOW BUSINESS FUNCTIONS INTERCONNECT
MAPPING STAKEHOLDER INFLUENCE TO DRIVE CHANGE

FOR REGISTRATION PLEASE CONTACT: **Stacey Schroeder** - IMS Regional Director - Cleveland
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