

Strategic Leadership Immersion Program: Manage to Lead Using the Seven Truths

Prerequisites

In order to have a valuable experience in the Strategic Leadership Immersion Program each participant or team must have the following three things:

- 1. A Case Organization:** Your organization will be used throughout the program and as the basis for your final project. Your organization should have significant scale and complexity. For example it should have over 12 employees, several functional departments (such as marketing, sales, development, etc.), an annual budget of more than \$2 M, and been in operation for over three years. An important part of the assignment is for you to interview one or more of the organization's top executives, so select one for which you have access to those who run it.

The organization you choose can be your own, where you currently work, where you might like to

work, or an organization in your community. Inform the instructor your choice before enrolling.

Note that there is an important distinction between an organization and project. The case organization must be an organization in which a project to accomplish a change will be conceived and carried out. Projects are a collection of resources marshalled against a plan to accomplish something specific and then end.

Organizations accomplish a specific objective for a beneficiary that never goes away. Most organizations seek to do what they do ever better and to an ever greater extent (i.e., at ever larger levels of scope, scale, and impact). Projects do not.

2. A Change in Mind to Make: The program is to help a leader and leadership team make an intentional change to their organization. The change should be significant in terms of the time it takes to accomplish, the level of complexity it entails, and the amount of evolution in organization, system, and process required to

accomplish it. It may be part of a larger change or be made up of many smaller changes. Though we will refine and hone the change as part of the program, it is important to have something specific in mind from the start.

3. Outside Guest Executive: The program prepares a leader and leadership team to brief an outside board of directors. Each participant/team sponsors someone from their network to serve in this capacity for others in the program. There is added benefit in this as someone more senior in the participant's life will get exposed to what the program covers and so should be in position to provide support to participant efforts to apply what is learned in the program after it is over.

Someone who is senior yet with whom the participant/team is highly connected is the ideal candidate. The person could be a superior from work, a board member, an advisor, a past boss, or someone held in high-esteem.