Executive and Management Education Programs
Fall 1998 Catalog

Nova Southeastern University

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Executive and Management Education Programs

A look at the Institute for Executive and Management Education and the School of Business and Entrepreneurship

Fall 1998 Catalog
Our ever-changing global society and economic system demand that organizational leaders possess a full array of executive and managerial skills. To be successful, business managers must respond to new and changing circumstances. The School of Business and Entrepreneurship’s response is the Institute for Executive and Management Education. The Institute collaborates with companies and individuals, assisting them to become more successful in an increasingly competitive global environment. Customized programs are provided to businesses seeking to change and transform the way they do business. Companies are drawn to the Institute’s entrepreneurial and market driven prospective and flexibility in terms of location and scheduling.
SBE offers a unique perspective on business with emphasis on value creation.
In 1998, the School of Business and Entrepreneurship (SBE) is moving into the future with outstanding new faculty and curricula that defines management education for the next millennium. The School of Business and Entrepreneurship, long recognized as a leader in field-based education, is uniquely poised to combine the solid academic training of its faculty with the experience it has gained in responding to the evolving needs of global business.

Because of its long history of delivering programs in places and at times convenient to the working professional, the field-based network reaches out to each community it serves. As a result, the SBE is sought by many of the world's most prestigious companies to provide management education for their employees. In addition, SBE alumni can be found in upper management positions at top companies such as American Express, Westinghouse Savannah River Company, GTE, SunTrust Bank, West Point Stevens Stores, Inc., and Hyundai Electronics.

The SBE faculty are a rich source of expertise in every area of study. With master's and doctoral programs located in over 40 locations throughout the U.S., Canada, and the world, the faculty bring a vital global perspective to the classroom. Contributors to both the academic and business worlds, their expertise makes them sought after as consultants in industry, government, and the non-profit sector.

Although heralded as a pioneer in field-based education, the SBE enjoys having its home campus based in the dynamic, wide reaching, beautiful city of Fort Lauderdale. Located in the center of South Florida, between West Palm Beach and Miami, Fort Lauderdale is a world-class city and a major tourist attraction. Fort Lauderdale is also a city that compels millions of people to live, work, and raise their families here. The SBE campus, located 10 miles east of the main campus proximal to downtown business, serves as a rich resource for the Fort Lauderdale business community.

The SBE campus is dynamic, housing major centers, programs, and institutes dealing with business and public administration. One such institute is the Institute for Executive and Management Education. Offering executive and management education programs, as well as seminars, workshops, and customized training, the institute recognizes specific personal and organizational goals.

To discover the exciting opportunities available through the institute peruse the following pages and put yourself on the path to a successful future.
Executive Development Program

Our 54-hour needs-driven, research-based Executive Development Program is designed to enhance managerial and executive techniques and skills. Program components include Value-driven Management, Organizational Behavior, Human Resource Management, Finance and Accounting, Operations Management, Marketing, and Strategy Management. Participants gain insights into the need for close integration of functional areas across the organization and of the forces impacting corporate goals. The movement from functional-area management to general management creates the need for new ways of thinking. Participants learn analytical, managerial, and executive skills and techniques needed for expanding leadership roles in their organizations.

Program Cost: $2,450.00

Meeting Sites: The program will be offered at four sites during Fall 1998.

- NSU East Campus
  Alumni Hall, Room 106
  3100 SW 9th Avenue
  Fort Lauderdale, Florida
- Palm Beach County, Florida
  Location-TBA
- Orlando, Florida
  Location-TBA
- Jacksonville, Florida
  Location—TBA

Meeting Dates and Times: (at all sites)

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Advanced Executive Development Program

Our 36-hour needs-driven, research-based Advanced Executive Development Program is designed to strengthen and refine executive techniques and skills. Program components include Value-driven Management, Organizational Development, Finance and Accounting, Operations Management, Marketing, and Strategy Management. The program is designed to assist executives and high-potential executives develop a deeper understanding of the forces shaping today's business environment to position their organization to meet ever-changing needs and successfully meet its competitive challenges.

Program Cost: $1,850.00

Meeting Site: NSU East Campus

Alumni Hall, Room 105
3100 SW 9th Avenue
Fort Lauderdale, Florida

Meeting Dates and Times:

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The Certificate Program in Professional Consultancy—Part One

One of the fastest growing professions in the new millennium is management consulting. Yet very few people entering the field have ever studied the profession. This program provides you with the opportunity of getting in on the ground floor. This is your chance to learn from experts in the field, network with peers who are just entering or already employed in the field, and gain classroom experience that emulates real life consulting situations.

One of the concentration areas in the certificate program is marketing. No matter how good a consultant you are, if you do not like to market and you do not seek publicity, you will have a difficult time "making it." The program addresses the issue of how to make potential clients aware of who you are, how to "sell" your services, and how to be seen as a "value-added" benefit to an organization's bottom line. You will develop your own marketing and business plan based on how you perceive the consulting practice you want.

This 48-hour, weekend program focuses on principles and applications in establishing and managing a consultant practice. Part Two is scheduled for March, April, and May, 1999.

Topics include Management Consulting in Perspective, Consulting in Selected Areas of Management, and Managing a Consulting Firm. The program is positioned to give you maximum benefit with a minimum disruption of your already busy life. Scheduled once a month on a Friday and Saturday, the program's format allows you to work full time while receiving a very hands-on education. Every effort will be made to make the program content and activities relate to the profession you are in or the one you want to be in. Endorsed by the National Bureau of Certified Consultants, this program is on the cutting edge of any consulting program.

Program Cost: $1,975.00
Meeting Site: NSU East Campus
Modular Building
3100 SW 9th Avenue
Fort Lauderdale, Florida

Meeting Dates and Times:
Friday September 18  8:00 a.m.-5:00 p.m.
Saturday September 19  8:00 a.m.-5:00 p.m.
Friday October 16  8:00 a.m.-5:00 p.m.
Saturday October 17  8:00 a.m.-5:00 p.m.
Friday November 20  8:00 a.m.-5:00 p.m.
Saturday November 21  8:00 a.m.-5:00 p.m.
Boot Camp for Executives
A 2 1/2 day Executive Seminar focusing on executive techniques and skills needed for success in the ever-changing global market.

As an attendee you will receive a questionnaire upon registration that will help customize the program just for you. Breakthrough strategies and out-of-the-box thinking will be encouraged and asked for as Dr. Gayle Carson, CSP, CPCM of Carson Research Center serves as your facilitator and coach throughout the highly active weekend. Actual case histories and opportunity areas from your company and/or industry will be discussed. Learn from your peers, exchange workable ideas and experiences, and create new marketing opportunities as you interact with colleagues on the growing global marketplace, the New CEO responsibilities, and organizational culture and structure.

Innovation, speed and creativity is a part of today’s world. Alliances, joint ventures and partnering are a part of how we do business today. You will walk away with action ideas that you can implement right away and many new processes that will help direct you in the coming months and years.

Yes, come join us for an exciting and rewarding weekend at the Ocean Reef Club in lovely Key Largo, Florida!!!

Program Cost: $2,295.00
Seminar limited to first 25 applicants. Seminar cost includes lodging, meals, evening event, program materials, and mounted Nova Southeastern University certificate.
Meeting Site: Ocean Reef Club
Key Largo, Florida
Meeting Dates and Times:

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The Millennium Manager Series
A 3-program, 54 hour series—either stand alone or developmental—that is designed specifically for 21st century professionals who want to implement the new value-driven management for profitability.

Program 1—Relating to Tomorrow's Customers and Employees (21 hours) links participants to their customers and employees for all-around gain.
Program 2—Leading, Managing, and Motivating Today and Tomorrow (12 hours) shows participants how to lead, manage, and motivate the key players.
Program 3—Strategizing, Creating and Sustaining Superior Value for Profitability (21 hours) steps participants through strategizing, creating, and sustaining superior value for constituents.

Program Cost:
- Program 1: $1,095.00
- Program 2: $545.00
- Program 3: $1,095.00
- All 3 Programs: $2,450.00
Meeting Site: Jacksonville, FL
Specific Site: TBA
Meeting Dates and Times:

**Program 1**
- Monday October 5: 4:30 p.m.-7:30 p.m.
- Wednesday October 7: 6:00 p.m.-9:00 p.m.
- Monday October 12: 4:30 p.m.-7:30 p.m.
- Wednesday October 14: 6:00 p.m.-9:00 p.m.
- Monday October 19: 4:30 p.m.-7:30 p.m.
- Wednesday October 21: 6:00 p.m.-9:00 p.m.
- Monday October 26: 4:30 p.m.-7:30 p.m.

**Program 2**
- Monday November 2: 4:30 p.m.-7:30 p.m.
- Wednesday November 4: 6:00 p.m.-9:00 p.m.
- Monday November 9: 4:30 p.m.-7:30 p.m.
- Wednesday November 11: 6:00 p.m.-9:00 p.m.

**Program 3**
- Monday November 16: 4:30 p.m.-7:30 p.m.
- Wednesday November 18: 6:00 p.m.-9:00 p.m.
- Monday November 23: 4:30 p.m.-7:30 p.m.
- Monday November 30: 4:30 p.m.-7:30 p.m.
- Wednesday December 2: 6:00 p.m.-9:00 p.m.
- Monday December 7: 4:30 p.m.-7:30 p.m.
- Wednesday December 9: 6:00 p.m.-9:00 p.m.

**High Performance Teaming**

High Performance Teaming is a means of energizing work teams, departments, and organizations—and of maximizing their effectiveness. It can turn a productive organization into an outstanding one by developing the individual behaviors and work relationships that lead to achievement. By using data from surveys completed by registered participants, the Institute for Executive and Management Education tailors each training to the needs of its members.

High Performance Teaming is a 3-day workshop designed to be facilitated by a “trainer/coach” who models the skills being developed. The program actively involves the participants in building their teaming and leadership skills—a methodology proven to be the most effective for adult learners. The workshop is intensely practice-based and skills-oriented. Participants spend 40 percent of class time practicing the skills they are learning. Demonstrations further galvanize the skills and concepts and enable learners to implement skills as soon as they return to work.

**Program Cost:** $895.00

**Meeting Site:** NSU East Campus
- Alumni Hall, Room 107
- 3100 SW 9th Avenue
- Fort Lauderdale, Florida

**Meeting Dates and Times:**
- Thursday October 20: 9:00 a.m.-4:00 p.m.
- Friday October 21: 9:00 a.m.-4:00 p.m.
- Saturday October 22: 9:00 a.m.-4:00 p.m.

**Coaching Skills**

The Coaching Skills Workshop teaches team leaders and team members how to facilitate powerful partnerships in the workplace. Through this high-impact program, participants do more than theorize about “empowerment” and “total quality”—they learn the skills that make them happen. The Coaching Skills Workshop is facilitated by a “trainer/coach” who not only supports participants in their acquisition of coaching and learning-behavior skills but also serves as a behavioral model.

In designing the 2-day workshop, the Institute for Executive and Management Education draws upon its library of more than 150 case studies, which has been developed over two decades in partnership with School of Business and Entrepreneurship clients. Pedagogical situations can be designed to address participants’ specific issues and concerns. Workshop participants devote 40 percent of class time to practicing the skills they have learned. Video and live demonstrations further clarify workshop concepts, enabling participants to implement their new skills as soon as they return to the workplace.
Program Cost: $495.00  
Meeting Site: NSU East Campus  
Modular Building  
3100 SW 9th Avenue  
Fort Lauderdale, Florida  
Meeting Dates and Times:  
Thursday  November 13  9:00 a.m.-4:00 p.m.  
Friday  November 14  9:00 a.m.-4:00 p.m.  

Prescription for Success:  
The Power of Smart Strategies  
A dynamic 3-day workshop designed to give mid to top-level managers the skills and techniques to develop strategies to compete in today's changing corporate world. Topics include Negotiating, Rewarding in a High Performance Organization, Motivating Superior Performance, How to Measure the New Performance, How to Partner for the New Leadership, The New CEO and the New Generation, Shifting to Real World Messages and Organizational Change for the Unusual, and New Culture.

Program Cost: $895.00  
Meeting Site: NSU East Campus  
Alumni Hall Auditorium  
3100 SW 9th Avenue  
Fort Lauderdale, Florida  
Meeting Dates and Times:  
Thursday  November 12  9:00 a.m.-4:00 p.m.  
Friday  November 13  9:00 a.m.-4:00 p.m.  
Saturday  November 14  9:00 a.m.-4:00 p.m.  

Finance for Non-Financial Managers  
A 2-day workshop designed for mid to top-level managers in companies that possess technical capability in their respective fields; but lack the requisite financial tools and techniques to be financially proficient in their organization. Topics to be covered in the program are nature of financial information and terminology, revenue (sales) recognition, cost of sales, expenses, break-even point, present value, basic financial statements, budgeting and financial statement analysis.

The goal of the program is to meet the needs of non-financial managers who have to deal with finance, financial concepts, and budgets of their organization, and must be able to hold financial discussions with other leaders in the organization.

Program Cost: $695.00  
Meeting Sites, Dates, and Times:  
Orlando, Florida  
Specific Site—TBA  
Friday  October 16  9:00 a.m.-4:00 p.m.  
Saturday  October 17  9:00 a.m.-4:00 p.m.  

NSU East Campus  
Modular Building  
3100 SW 9th Avenue  
Fort Lauderdale, Florida  
Friday  October 23  9:00 a.m.-4:00 p.m.  
Saturday  October 24  9:00 a.m.-4:00 p.m.  

Jacksonville, Florida  
Specific Site—TBA  
Friday  October 30  9:00 a.m.-4:00 p.m.  
Saturday  October 31  9:00 a.m.-4:00 p.m.  

Promoting Creativity in the Corporate Environment  
This 3-day seminar is designed to develop both participants' understanding of the creative process and their skill in promoting creativity in the ever-changing environment. The program's 3-day format allows for a variety of approaches to creativity. During the first two-and-a-half days, participants are provided opportunities to learn tools for enhancing individual and group creativity:  
- Achieving cross-functional synergies  
- Engrams and synopses  
- Understanding left-brain and right-brain thinking  
- Overcoming barriers to creativity  
- Implementing the creative process  
- Considering cultural aspects of creativity  
- Using keys to success
To put seminar concepts into practice, however, participants often need to consider those concepts and solutions in light of workplace realities! Therefore, participants will after 2-and-a-half days of seminar activities return to the workplace with a project in hand. The last half of the seminar's third day is scheduled 2 months after returning to the workplace. Participants will devote the last half of the third day to presentation of the results of their practices put into action during the 2-month project.

Program Cost: $895.00
Meeting Site: NSU East Campus
Alumni Hall, Room 107
3100 SW 9th Avenue
Fort Lauderdale, Florida

Meeting Dates and Times:
Tuesday September 15 9:00 a.m.-4:00 p.m.
Wednesday September 16 9:00 a.m.-4:00 p.m.
Thursday September 17 9:00 a.m.-12:00 noon
Tuesday November 17 9:00 a.m.-12:00 noon

The Certificate Seminar in Network Marketing

Network Marketing: Planning, Building, and Managing a Distributor Organization

By the year 2000, network marketing will be the leading force in the marketing industry. To effectively develop the market, industry leaders must apply a broad entrepreneurial management perspective in their network marketing organization and must develop critical skills and capabilities. The 3-day seminar will apply key concepts of entrepreneurial management to the practice of network marketing and will focus on strategic planning, building, training/developing, and managing a network marketing distributor organization. Each participant will develop an outline of a strategic business plan for adaptation to his/her network marketing distributor organization.

The seminar will present the most comprehensive, state-of-the-art strategic marketing content ever applied to the dynamics of network marketing in the history of the industry. The program will establish a new benchmark for professional development in network marketing and is designed for entrepreneurs who are committed to a long-term involvement in network marketing. Each participant will receive a certificate, awarded by the Nova Southeastern University School of Business and Entrepreneurship. The certificate seminar will be offered 3 times (September, October, and November).

Program Cost: $895.00
Meeting Sites: TBA
Meeting Dates and Times:
September Sessions
Friday September 18 2:00 p.m.-11:00 p.m.
Saturday September 19 8:00 a.m.-5:00 p.m.
Sunday September 20 8:00 a.m.-2:00 p.m.

October Sessions
Friday October 16 2:00 p.m.-11:00 p.m.
Saturday October 17 8:00 a.m.-5:00 p.m.
Sunday October 18 8:00 a.m.-2:00 p.m.

November Sessions
Friday November 13 2:00 p.m.-11:00 p.m.
Saturday November 14 8:00 a.m.-5:00 p.m.
Sunday November 15 8:00 a.m.-2:00 p.m.
Dr. Ken Blanchard, In Person—
Building Gung Ho Teams: How to Turn
People Power Into Profits

This program is based on Dr. Blanchard’s new book Gung Ho! And is designed to help you shatter the limits to team building in any organization with people power. You can fill your workplace with energy, enthusiasm, and commitment—Gung Ho spirit.

Dr. Blanchard’s worldwide fame is driven by his unique ability to inspire everyone to catch people doing things right. No matter how much we believe in satisfying people’s need for recognition, no one person has time to give enough of it. It’s everyone’s job and Dr. Blanchard is the best at teaching how to do it.

His ability to produce new business theory is beyond question, but his greatest strength is his gift for generating grassroots commitment. He makes each participant feel a personal connection—so much so, the National Speakers Association bestowed its highest honor on Dr. Blanchard. With this skill he will bring every person in attendance up close and personal with the idea that, “I—not management—am responsible for taking care of me and for getting things done.”

At this event you, your co-workers, and business associates will benefit from the wisdom and experience of a world class teacher and motivator whose ability to energize people with a sense of commitment is unparalleled. Dr. Blanchard will make it clear how every employee can and must be a leader.

Program Cost: $249.00 to $299.00
Depending on the number of company team members attending. Tickets include all materials, a luncheon, refreshments, and Gung Ho!

Meeting Site: The Signature Grand
6900 State Road 84
Davie, Florida

Meeting Date and Time: Thursday November 12 9:00 a.m.-3:00 p.m.

For further information and registration, call toll free: 1-800-873-3451; e-mail: teams@wyn.com or call the Nova Southeastern University Office of Continuing Education and Collaboration at (954) 262-8699; e-mail: rockeyk@nsu.nova.edu
The 1998 National Women's Forum—The Southeast Connection
Discovering Connectivity

A 2-day forum for women leaders, managers, administrators, and executives in the fields of business, education, and health care. The theme of the forum is "discovering connectivity." Women bring to today's workplace leadership and management skills which are invaluable for success in the modern world. Nonetheless, many of these skills are not always recognized, nor adequately valued. Indeed, it is often the case that women are left to believe that the skills that bring success at home are different from the skills which bring success in the workplace. The National Women's Forum provides an opportunity for women to discover that a woman's fundamental "relational orientation" to problem solving is an asset to be developed and valued by members of both genders.

Forum topics include Defining Organizational Goals: Yours, Mine, and Ours; Everything You Do Matters to Someone: Navigating the Relational Rapids of Your Organization; Communication in Organizations: Managing the Differences Between What People Say and What People Do; and How Can You Promote Stability and Change in Your Organization. Small breakout sessions will allow participants to network and share common experiences relating to forum topics.

The Southeast Region will be the home of the inaugural meeting for the National Women's Forum, which is dedicated to creating a nation-wide network of training and connections for women leaders. The forum is designed to provide both "instructive" and "hands-on" opportunities for participants. Forum cost includes all materials, refreshments, and 2 luncheons; each with keynote speakers.

Program Cost:
Pre-registration: $195.00
Deadline: October 16, 1998
On-site registration: $235.00

Meeting Site: NSU Fischler Center for the Advancement of Education
Hull Auditorium, Hull Hall
North Miami Beach, Florida

Meeting Dates and Times:
Friday October 23 8:30 a.m.-5:00 p.m.
Saturday October 24 8:30 a.m.-5:00 p.m.
World Class:
How to Team Up for Success Wherever You Live and Work

"World class" is indeed a term that one cannot afford to ignore. It's no longer just a catch-all phrase for excellence, it's the standard for everyone—everywhere. And, with the world as our classroom, who better to help us celebrate—and perpetuate—world class performance than:

Dr. Stephen Covey—The world's number one author on personal and professional development, whose book, *The Seven Habits of Highly Effective People*, has sold more than 12 million copies in 28 countries. Recognized by *Time* magazine as one of the 25 most influential people in America.

Dr. Ken Blanchard—The world's number one advocate for merging human values with strong business practice. First to have four books on Business Week's Top 15 best-seller list simultaneously (*One Minute Manager, Raving Fans, Empowerment Takes More Than a Minute, Everyone's a Coach)*.

Dr. Tom Peters—The world's number one all-time best selling business author, with books such as *In Search of Excellence and The Circle of Innovation*. Described by the *Los Angeles Times* as "the father of the post modern corporation."

The Worldwide Lessons in Leadership Series will provide solid answers to your most pressing questions. As global competition mushroom, change accelerates before our eyes—the need for cooperation and connection by people at all levels is the winning edge.

Manifesting their belief that leadership is only as great as teams are effective, Drs. Covey, Blanchard, and Peters will teach you how to team up to achieve bigger results and greater success. You will have the opportunity to expand the benefits of success to the climate of your organization with mutual trust and respect among employees and management, and promote more positive attitudes and superior communication.

In addition to the team presentation of the Big Three, you will have the opportunity to interact with Jack Welch, Chairman and CEO of General Electric and Herb Kelleher, Chairman, CEO and President of Southwest Airlines. Moderator for this unique event is Emmy award winner, Linda Ellerbee.

Program Cost: Call for details
Meeting Site: Radisson Mart Plaza Hotel
777 NW 72 Avenue
Miami, FL 33126
Meeting Date and Time:
Wednesday November 18 11:00 a.m.-5:30 p.m.

For further information and registration, call toll free: 1-800-873-3451; e-mail: teams@wyn.com or call the Nova Southeastern University Office of Continuing Education and Collaboration at (954) 262-8699; e-mail: rockeyk@nsu.nova.edu
The Institute for Executive and Management Education specializes in customized programs based upon the client's needs or special issues:

- Instructional delivery systems that are custom designed to your setting and needs.
- Outcomes based on your specific organizational goals.
- Experienced professionals with expertise matched to your training requirements.

"Professional and Organizational Development Programming that Stretches our Imaginations"

The Institute for Executive and Management Education draws from a base of experienced professionals nationwide. In addition, the program utilizes nationally recognized faculty members from Nova Southeastern University. We constantly strive for Innovative Programming—Thinking out of the Box. We never stop THINKING ABOUT TOMORROW!

Programs under development include:

- Ethics and Integrity
- Identifying Your Corporate Culture
- Project Management
- Executive Derailment

Online Training
An ever-changing global society and economic system demands that organizational leaders possess a full array of executive and managerial skills to successfully respond to new and changing circumstances. Drawing its clientele from an international marketplace with domestic, global, and international companies participating in its programming, the Institute has adopted as its service mark:

**TwT**

Training without Travel

For More Information
Please contact:
Dr. Bill Alvarez,
Director

Telephone: (954) 262-5092
or (800) 672-7223, Ext. 5092
Fax: (954) 262-3965
E-mail: alvarezb@sbe.nova.edu

Web Site
Visit the Institute for Executive and Management Education Web site:
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