

MANUFACTURING LEADERSHIP INSTITUTE



"The MLI was one of the most rewarding experiences of my professional career. The exchange of information was phenomenal between the class and instructors and peer to peer. The Institute was unparalleled to anything I had experienced prior to this."

~John Purnell, President, Henson Group

2012 SESSION
\$2,495.00 / person*

*- Grants or scholarships may be available



MARCH 1 – JUNE 30

125 Goodman Drive
Bethlehem, PA 18015



Strategic Leadership for Growth & Innovation

A PROGRAM DESIGNED FOR CURRENT AND FUTURE LEADERS

The Manufacturers Resource Center (MRC) in partnership with the Iacocca Institute at Lehigh University has established this leadership certificate program to educate the region's current and up-and-coming leaders in all aspects of Strategic Leadership. MRC has graduated over 100 participants through this program. This program is designed to develop and enhance the skills of our region's leaders to strengthen their company's competitiveness, drive growth, and create sustainable business models to lead them into the future.

Renowned Industry and University Instructors

LEADING SUBJECT MATTER EXPERTS

INSTRUCTORS

Paul Cherry, President of Performance Based Results, with 20 years of experience working with over 1,200 organizations from start-ups to Fortune 500 corporations. He is author of over 200 articles and two books: 2010 "Questions that Sell" and "Questions that Lead."

Ravi Chitturi, Associate Professor of Marketing, Lehigh University, holds a Ph.D. in marketing and an Executive MBA from the University of Texas at Austin. Ravi has worked as a computer design engineer, manager, and an executive with firms in the high-tech industry (e.g., Intel, IBM). He has conducted executive coaching sessions and consulted with firms on how to improve Innovations, Brand Development, Product Design, Experience Marketing, and R & D - Marketing interface.

Jim Marler, Vice President & General Manager at the Manufacturers Resource Center at Lehigh University. He brings extensive experience in all aspects of manufacturing, technology, finance, sales, and product development with a strong background in manufacturing and technology, union management and contract strategy, engineering and R&D management, and lean and six sigma program implementations in multi plant and multi cultural environments. Jim was a former CEO of a global plastics company prior to joining MRC.

COURSE TOPICS & SCHEDULE

- THINKING LIKE A LEADER March 1
- CREATING THE RIGHT VISION March 8
- EXTERNAL INTELLIGENCE & SUPPLY CHAIN
MANAGEMENT March 8
- OVERVIEW OF FINANCE & ACCOUNTING
..... March 29
- STRATEGY DEVELOPMENT & STRATEGIC PLANNING
..... April 5
- STRATEGIC FINANCIAL MANAGEMENT ... April 19
- DEVELOPING A CULTURE FOR INNOVATIVE
GROWTH May 3
- INVENTION, INNOVATION, & SUCCESSFUL
PRODUCTS May 17
- 21ST CENTURY MARKETING & SALES STRATEGIES
..... May 31
- LEVERAGING HUMAN CAPITAL June 7
- HIGH PERFORMANCE WORK TEAMS /
CHANGE MANAGEMENT June 7
- COMPANY GROWTH PLANNING June 13/14

"An outstanding program with exceptional people and top-notch instructors. I would recommend this program to anybody at any level who is looking to make changes within their organization to improve the overall culture and structure of the company"

~Rick Pitkin, Service Manager, ABEC, Inc.

PAST GRADUATE COMPANIES

Abec, Inc	Kalas Manufacturing, Inc.
Ametek Inc.	Kraft Foods NA
Apollo Metals, Ltd.	Lehigh Valley Plastics
Ashland Technologies	Lightweight Mfg Inc.
ATAS International, Inc.	Loikits Industrial
Atlas Machining and Welding	Lutron Electronics
Bitronics, LLC	M.B. Mumma, Inc.
Bracalente Manufacturing	MCS Industries, Inc.
Brey & Krause	Morgan Ceramics
Cardinal Systems, Inc	Muller Martini
Computer Designs	Nestle Waters, NA
Concannon, Miller & Co	Northeast Spring, Inc.
Crayola, LLC	Packaging Horizons
CryoMachinery	Penn Iron Works
CyOptics, Inc.	Polychem Systems
Dent Manufacturing	Precision Roll Grinders
Dynalene	Puritan Products
Eagle Rock Technology	Reading Alloys
Eastern Surfaces, Inc.	Reading Electric
Eisenhardt Mills, Inc.	Reading Plastics
EnerSys, Inc.	Rhetech, Inc.
Essroc	Romarc Corp.
Everson Tesla Inc.	S&L Plastics, Inc.
Great American Pellet	Sealstrip Corporation
Henson Group	Silberline Manufacturing
Highwood USA LLC	Silicon Cert Laboratories
HindlePower Systems	Speck Plastics
Industrial Metal Plating, Inc.	Starke Millwork
Innovative Office Products	Vynecrest Vineyards
Insulation Corp of America	Wacker Chemical

INSTRUCTORS (CONT'D)

Richard Neulight, President of National Management Strategies, business & management consulting firm, has worked extensively with small and medium sized companies as well as professional service providers. He is a respected specialist in 'turnaround' or rescue of deeply troubled companies.

T. Quinn Spitzer, Jr. is a partner with McHugh Consulting, a management consulting firm specializing in business strategy and complexity management. From 1990 – 1999, Quinn was a regularly scheduled business commentator for CNN. He recently concluded work on the corporate strategy for BMW AG. Prior to joining McHugh Consulting he was Chairman and CEO of Kepner-Tregoe.

Robert Trent, George C. Beckwith Professor and Supply Chain Management Program Director, Lehigh University, worked seven years with Chrysler Corporation, including production scheduling, packaging engineering, new part packaging set-up & the purchase of nonproductive materials, distribution planning, and operations management.

Samuel C. Weaver, Swartley Professor of Finance, Lehigh University, was Director, Financial Planning and Analysis at Hershey Foods Corporation for almost 20 years.

Christine Mayernik, Six Sigma Black Belt at the Manufacturers Resource Center at Lehigh University. Christine Mayernik is a multi-faceted Business Development Manager at MRC with more than 20 years of hands-on manufacturing experience. She is an expert in designing HR systems that foster High Performance Work Teams and results improvement, as well as implementing large-scale culture change initiatives. She is known as a change agent for manufacturing improvements and has a wide range of organizational development skills

COURSE DESCRIPTIONS

Leadership – In the opening session we will be presenting an overview of leadership attitudes and exploring our understanding of ways of *thinking, doing and being* that serve growth and innovation. We will interactively survey your own expectations of the process and assess the direction of MLI as it relates to your company. Each company will provide a short introduction of its products and services.

Vision– The current vision statement of the enterprise is explored (if one exists) and evaluated on its capability to define the future and inspire the workers who help achieve that vision.

***Overview of Accounting and Finance** – Develop an appreciation of financial (accounting) information to assist in day-to-day management while learning to read financial statements and analyze a firm's performance.



COURSE DESCRIPTIONS (CONT'D)

External Intelligence & Supply Chain Management – Understand the concept of external intelligence and how it affects your firm's success, including external information sources. Supply chain concepts are also explored within the context of small and medium-sized firms. Topics include target market positioning and assessment of industry competitors, relationship management, lean supply chain, market trends and changes, and the financial implications of supply chain decisions.

Strategy Development and Strategic Planning – The process of strategy development and implementation will be discussed and explored as it may apply to manufacturing business management. Participants will learn how to analyze and make decisions regarding strategic direction, review the internal and external environments, implement and evaluate corporate and business unit strategy, and review strategic plan applications.

Strategic Financial Management – Enhance the participants basic understanding of accounting and finance through financial performance metrics/standards to analyze significant managerial decisions, improve working capital management, prepare strategic financial business plans (or pro-forma financial statements), and analyze/present investment proposals.

Invention, Innovation, and Successful Products – This segment of the program will introduce the process of innovation management with emphasis on DESIGN FOR VALUE. We will discuss strategic concepts and tools such as conjoint analysis, product architecture, product platform, Six Sigma quality, Design-for-Manufacturability and Customer Value Development.

21st Century Marketing and Sales Strategies - Explore the latest marketing and sales strategies to capture new business and increase repeat business from current customers. Small and medium sized businesses have access to a plethora of resources available today that allows them to compete with the big players. Yet, with so many choices, how do you decide what really works and what doesn't for your unique situation? Get the answers you need so you can effectively differentiate your products and solutions in today's hyper competitive and price-driven market. By developing a cohesive marketing and sales approach for your organization, you and your team can win more business, at higher profit margins, and with less effort.

Human Capital– Understand the relationship of Human Capital to high morale, customer service and the bottom line. From recruitment of talent, through training and retention, learn how a business culture is created and nurtured.

Change Management - This program helps individuals identify and develop the skills that make them more effective at leading change, whether the change is one they have chosen to initiate or one they have been asked to implement. Additionally, attendees gain an understanding of change reactions and how to deal with them.

Company Growth Direction – Opportunities throughout the program will help participants evaluate their organization in ways that could improve their company's current state. Based on the materials covered, leaders will move forward on new company initiatives and directions for potential growth and development. The program will culminate in a public presentation and feedback session that allows participants to articulate a new vision for growth and an action plan to achieve their goals and alignment of resources, leadership, innovation and management.

Your program investment includes professional instructors, materials, facility and meal expenses. **The fee is \$2,495** and is due by **February 10th**. Some grants or scholarships may be available. Call **Walt Hoffert**, MRC Director of Client Services, at 610-758-4569 or email him at walth@mrcpa.org for additional information.

Due to the personal and interactive nature of this specially designed leadership certificate program, enrollment is limited to a finite group of participants per location. Because the information and knowledge builds over the 11 sequential sessions, absences are expected to be at a minimum. Call soon to reserve your placement in the institute.

MLI - 2012