

MANUFACTURING LEADERSHIP INSTITUTE



"The MLI experience was the best course I have had in my professional career thus far. Learning to think like a leader vs. a manager has been an awakening experience. Change has occurred immediately at ProtoCAM since graduating. I would recommend this course to anyone looking to change the culture within a company or just better themselves as a leader and a person!"

*~Ed Graham, ProtoCAM
Class of 2016*

2017 SESSION

\$3,995.00 / person*

(Early Bird Registration \$3,495 by Dec 1st)

**Grants or scholarships may be available*

Manufacturers
Resource Center



Manufacturing Success

FEBRUARY 16 – JUNE 15

Hanover Office Plaza • 961 Marcon Blvd
Allentown, PA 18109 • 610.628.4640



Strategic Leadership for Growth & Innovation

A PROGRAM DESIGNED FOR CURRENT AND FUTURE LEADERS

In 2006, the Manufacturers Resource Center (MRC) worked in partnership with Lehigh University to establish a top-line certificate program to educate the region's current and up-and-coming leaders in all aspects of Strategic Leadership. The MRC has graduated over 195 participants through the Manufacturing Leadership Institute (MLI) program since that time. MLI is designed to develop and enhance the skills of our region's leaders who will strengthen their company's competitiveness, drive growth, and create sustainable business models into the future.

Renowned Industry and University Instructors

LEADING SUBJECT MATTER EXPERTS

Paul Cherry, President of Performance Based Results, has 20 years of experience working with over 1,200 organizations from start-ups to Fortune 500 corporations. He is a recognized authority on how to ask the right questions to achieve great outcomes. Paul is the author of two best-selling books: *Questions That Sell* and *Questions That Get Results*.

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, develop brands, design products, marketing, and R & D and marketing interface.

Sue Green, Sue Green Consulting, specializes in developing a values-based leadership approach. Sue has 25 years of leadership experience (Group and Executive VP levels) in major global corporations and organizations such as Kohler Company (the world's largest plumbing manufacturer) and Preferred Hotels and Resorts International.

Mike Hoseus, former Executive & Corporate Leader for Toyota Motor Manufacturing North America and current Executive Director with the Center for Quality People and Organizations, works with Business, Education and Community Organizations in intentionally designing and transforming their cultures. Michael is co-author with Dr. Jeffery Liker (Author of the Toyota Way) of Toyota Culture. He is an adjunct professor with the University of Kentucky's Center for Manufacturing, the University of Dayton's Center for Competitive Change and a member of the faculty of Lean Enterprise Institute.

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.

COURSE TOPICS & SCHEDULE

THINKING LIKE A LEADER	Feb 16
CREATING THE RIGHT VISION	Mar 2
SUPPLY CHAIN MANAGEMENT.....	Mar 2
STRATEGIC FINANCIAL MANAGEMENT (1).....	Mar 16
EXTERNAL INTELLIGENCE.....	Mar 16
CI CULTURE TRANSFORMATION	Mar 30
STRATEGIC FINANCIAL MANAGEMENT (2)	Apr 6
LEVERAGING HUMAN CAPITAL	Apr 6
21 st CENTURY MARKETING & SALES STRATEGIES	Apr 20
ORGANIZATIONAL LEADERSHIP & CULTURE	May 4
STRATEGIC AND OPERATIONAL DECISION MAKING	May 18
INVENTION, INNOVATION, & SUCCESSFUL PRODUCTS	Jun 1
CHANGE MANAGEMENT	Jun 14
COMPANY GROWTH PLANNING	Jun 14/15

All days are 8:30 a.m. – 4:30 p.m.

The MLI experience has uncovered opportunities for improvement in every aspect of our company and, to date, is one of the most powerful tools we have. The investment will pay dividends for years to come!"

*~Ken W. Kratz
Bracalente Manufacturing Group*

SAMPLE OF COMPANIES IN THE MLI ALUMNI COMPANY NETWORK

ABEC, Inc.	Innovative Office Products
Ametek, Inc.	Insulation Corp. of America
Apollo Metals, Ltd.	Just Born
Ashland Technologies	Kraft Foods
ATAS International	Lehigh Valley Plastics
Atlas Machining & Welding	Lightweight Mfg.
B. Braun Medical	Loikits Industrial
Boston Beer Company	Lutron Electronics
Bracalente Manufacturing	MCS Industries
Brey-Krause Manufacturing	Morgan Ceramics
Cardinal Systems	Nestle Waters, NA
Computer Designs	Northeast Spring, Inc.
Concannon Miller	OraSure Technologies
Crayola	Packaging Corp. of America
Cryogenic Machinery	Piramal Critical Care
Dynalene	Polychem
Eagle Rock Technology	Precision Roll Grinders
Eastern Surfaces	ProtoCAM
Ecopax	Puritan Products
Eisenhardt Mills	Reading Alloys
EnerSys	Reading Electric
Essroc	Reading Plastics
Everson Tesla	Rhotech, Inc.
Follett	Romarc
Fluortek	Schaefer Industries
FMI	Sealstrip Corp.
Great American Pellet	Silberline Manufacturing
Henson Group	Stofanak Custom Co.
Highwood USA	Starke Millwork
HindlePower	Vynecrest Vineyard & Winery
Industrial Metal Plating	Wacker Chemical

INSTRUCTORS (CONT'D)

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 has worked with the executive leadership of major corporations worldwide including BMW, Corning, Deutsche Bank, British Airways and Hewlett-Packard. His book *Heads You Win, How the Best Companies Think* received critical acclaim in both **Fortune** and the **Economist** and has been published in five foreign language editions. Prior to joining McHugh Consulting, he was Chairman and CEO of Kepner-Tregoe.

Robert Trent, Ph.D., is the Supply Chain Management Program Director at Lehigh University and has authored seven books. He 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, and consults and advises corporations on logistics, supply chain management and operations.

Samuel C. Weaver, Ph.D., Finance Professor of Practice, Lehigh University, was Director, Financial Planning and Analysis at Hershey Foods Corporation for almost 20 years. That position combined the theoretical with the pragmatic and involved the analysis of many different facets of financial management including: financial performance management, strategic planning, capital expenditure analysis, mergers and acquisitions, and the cost of capital. Professor Weaver continues to teach, research and consult in these areas. In addition, he has authored five books.

COURSE DESCRIPTIONS

Thinking Like a Leader (1 half-day) - 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.

Creating the Right Vision (1 half-day) – 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.

Supply Chain Management & External Intelligence (2 half days) – Understand the concept of external intelligence and how it affects firm success, including external information sources. Supply chain concepts are 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 financial implications of supply chain decisions.

The Role of Leadership in A CI Culture Transformation (1 full day) - How to develop yourself and your organization into a high-performing one that can deliver sustainable business results. Leadership is the most frequently identified gap in a CI Culture Transformation. This workshop will explore the role of leadership in a culture transformation, facilitate identification of gaps in the current state of you and your team, and then give practical methodologies and processes to address these gaps.



COURSE DESCRIPTIONS (CONT'D)

Strategic Financial Management (2 half days) – Finance is a critical success factor for any owner or investor in a business. As a result, understanding finance is vital for every team member. Every business decision has financial implications. It is everyone's job to contribute to the financial health and well-being of the firm. This session will discuss the analysis of historical, planned and targeted financial information as well as working and fixed capital investment valuation. The goal is to create awareness while developing common language to communicate objectives and results.

Leveraging Human Capital (1 half day) – This course provides an understanding of 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.

21st Century Marketing and Sales Strategies (1 full day) - 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.

Organizational Leadership & Culture (1 full day) – Leaders can rely on themselves to have all the answers, or they can motivate and energize their workforce to high performance standards, thus leveraging the strengths and synergy of the entire team, and carrying the organization far beyond one person's individual talents. Values-based leadership is the means to create a high energy, committed

workforce that achieves incredible results. Powerful, effective leadership has always been important, but in critical financial periods it is even more important. This class is practical and theoretical, emphasizing and teaching specific behaviors that enhance leadership effectiveness and create a high performance culture so that a company may be best positioned for future growth opportunities.

Strategy and Operational Decision Making (1 full day) – the process of decision making will be examined in detail. The morning will begin with a lively introduction into decision science. This is followed by a detailed discussion of strategic decision making focused on competitive positioning, product and market priorities and implementing and aligning to the company or business unit strategy. The afternoon will be devoted to building operational decision making skills by using decision process tools to achieve more effective decision outcomes.

Invention, Innovation, and Successful Products (1 full day) – 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.

Change Management (1 half day) - 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 (1 to 2 full days) – Opportunities throughout the MLI program will help participants evaluate their organization in ways that could improve their company's current state. Based on the materials covered, participants will develop and present new company initiatives aimed at organizational growth. The MLI program will culminate in a peer-based presentation and feedback session that allows participants to assume a

Your program investment includes professional instructors, materials, facility and meal expenses. **The fee is \$3,995** and is due by **February 1st, unless you register by December 1, 2016 for the early bird registration rate of \$3,495 (a savings of \$500)**. Some grants or scholarships may be available. Call soon to reserve your placement in the Manufacturing Leadership Institute: Call **Karen Buck**, Manager of Workforce Initiatives, 610-628-4626 or email her at karen.buck@mrcpa.org

Due to the personal and interactive nature of this specially designed leadership certificate program, enrollment is limited to a finite group of participants. Because the information and knowledge builds over the sequential sessions, absences are expected to be at a minimum.

MLI 2017