MANUFACTURING LEADERSHIP INSTITUTE

"The MLI program is one of the best courses I have experienced. The instructors held our attention and presented valuable strategic leadership methods that can be immediately applied in all areas of the company. I highly recommend sending key leaders to this program. It will be an invaluable investment in your company's future."

~Ron Belknap, President
ProtoCAM

2020 SESSION

$4,495.00 / person*

(Early Bird Registration $3,995 by Dec 1st)

**Grants or scholarships may be available*

Manufacturers Resource Center
MRC
Manufacturing Success

FEBRUARY 6 – JUNE 11

7200A Windsor Drive
Allentown, PA 18106 • 610.628.4640

2020 Course Schedule

All days are 8:30 a.m. – 4:30 p.m.

February 6
February 20
March 5
March 19
April 2
April 16
April 30
May 14
May 28
June 10
June 11

Topics:

Thinking Like a Leader
Creating the Right Vision
Supply Chain Management
Leadership's Role in CI Culture Transformations
Strategic Financial Management
Leveraging Human Capital
21st Century Sales Strategies
Organizational Leadership & Culture
Strategy and Operational Decision Making
Invention, Innovation, and Successful Products
Change Management
Company Growth Direction

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

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 250 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 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*.

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.

Felisa Preciado Higgins, Ph.D., is Associate Dean for Undergraduate Education, and Clinical Associate Professor of Supply Chain Management at Penn State University. She holds a Ph.D. in Industrial Engineering from Purdue University, a Master of Science in Industrial Engineering from Florida State University, and a Bachelor of Science in Industrial Engineering from Florida A&M University. Her business experience includes Kimberly-Clark Corp. and the automotive and apparel industries.

Mike Hoseus, former Executive & Corporate Leader for Toyota Motor Manufacturing North America, is the 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, a 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.

SAMPLE MLI ALUMNI COMPANIES

ABEC, Inc.	HindlePower, Inc.
Ametek, Inc.	Hydac Technology Corp.
Asbury Graphite Mills	Industrial Metal Plating
Ashland Technologies	Innovative Office Products
ATAS International	Insulation Corp. Of America
Atlas Machining & Welding	IQE
B. Braun Medical	Just Born
Bosch Rexroth	Kraft Foods
Boston Beer Company	Lehigh Valley Plastics
Bracalente Mfg.	Lightweight Manufacturing
Brentwood Industries	Loikits Industrial
Brey-Krause Mfg.	Lutron Electronics
Cambridge-Lee LLC	MCS Industries
Cardinal Systems	Moen of PA
Computer Designs	Morgan Ceramics
Concannon Miller	Nestle Waters, NA
Crayola	Northeast Spring, Inc.
Cryogenic Machinery	OraSure Technologies
Dynalene	Packaging Corp. of America
Eastern Surfaces	Piramal Critical Care
Ecopax	Polychem
Eisenhardt Mills	Precision Roll Grinders
EnerSys	ProtoCAM
Essroc	Puritan Products
Everson Tesla	Reading Alloys
Follett	Reading Electric
Fluortek, Inc.	Reading Plastics
FMI	Romarc
Great American Pellet	Silberline Manufacturing
Henson Group	Starke Millwork
Highwood USA	Wacker Chemical

Shawn Doyle, CSP (Certified Speaking Professional) is a professional speaker, author, Executive Coach and author of 22 books, several which have been Amazon #1 best sellers. Shawn has worked three decades in the world of personal and professional development and, before starting his own company, was Vice President of Learning and Development at Comcast and was co-founder of Comcast's Corporate University. Some of Shawn's clients include Microsoft, Pfizer, Comcast, Zippo, Lockheed Martin, NBC, Aberdeen Proving Grounds, Guideposts, ABC, Disney, Kraft, Charter, The Ladders, IBM and the U.S. Marines.

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.

Irv Stern, Partner at Advantage Performance Group, has over 30 years of consulting and facilitation experience with clients across a broad range of industries. A seasoned business and financial literacy specialist, he helps organizations improve business results in the areas of strategy execution, sales and sales management, organizational change, and performance management. His global experience includes work in China, India, Australia, Singapore, Brazil, Argentina, and throughout Europe.

COURSE DESCRIPTIONS

Thinking Like a Leader - 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 – 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 – This course takes a high-level view at the design and effective operation of supply chains. At completion, each participant will be equipped to link a firm's competitive strategy to elements of supply chain design, identify key issues and decisions in supply chain management, explain how critical supply chain factors affect financial performance, and discuss the impact of current business trends from a supply chain perspective.

The Role of Leadership in a CI Culture Transformation - 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 – This course builds a broad understanding of the critical factors that influence success or failure in any organization. Working in teams, participants develop strategy and resolve business challenges. No matter which resolutions they come up with, the *Interplay* experiential learning process make clear which decisions and activities have the greatest business impact and contribute to the company's short and long-term success.

Leveraging Human Capital – 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 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.

Organizational Leadership & Culture – 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 – 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.

Creativity & Innovation – Based on Shawn Doyle's bestselling book, this highly engaging and thought-provoking program helps leaders learn cutting edge tools, methodologies and techniques for leading and increasing creative thinking and ideation with their team at work. Leaders will also learn best practices used by creative teams worldwide for evaluating creative ideas objectively. This workshop also examines how to create a new culture of innovation and creativity to drive performance and productivity.

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 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 leadership role, and to articulate a new vision and an action plan to achieve their goals.

Your program investment includes professional instructors, materials, facility and meal expenses. ***The fee is $4,495, unless you register by December 1, 2019 for the early bird registration rate of $3,995 (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, at (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 build over the sequential sessions, absences are expected to be at a minimum.

MLI 2020

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