

Renowned Industry Instructors Leading Subject Matter Experts

Paul Cherry | President of Performance Based Results, has over 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*.

Shawn Doyle | CSP (Certified Speaking Professional) is a professional speaker, 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.

Michael Hoseus | Former Executive & Corporate Leader for Toyota Motor Manufacturing North America, is the current Executive Director with the Center for Quality People and Organizations and works with Business, Education and Community Organizations to intentionally design and transform their cultures. Michael is co-author of *The Toyota Culture: The Heart and Soul of the Toyota Way*. He is an adjunct professor with the University of Kentucky's Center for Manufacturing and the University of Dayton's Center for Competitive Change and is a member of the faculty of Lean Enterprise Institute.

Marla Mosser | Founder of MBM Coaching & Consulting, is an executive coach and leadership/organization development consultant with deep experience helping leaders strengthen their impact and build high-performing cultures. She has held senior global roles, including leading Leadership and Organization Development for a Denmark-based engineering company operating in 50 countries. Marla has designed and facilitated leadership development programs, coached leaders globally at all levels, and supported senior teams in enhancing collaboration and alignment. She is certified in Hogan, LEA, MBTI, and other assessments, and is known for her practical, grounded, and collaborative approach that drives meaningful results.

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 the 'turnaround' or rescue of deeply troubled companies.

T. Quinn Spitzer, Jr. | Partner at McHugh Consulting, specializing in business strategy and complexity management. He has worked with top executives in major global corporations like BMW, Corning, Deutsche Bank, British Airways, and Hewlett-Packard. Quinn was a regular CNN business commentator from 1990 to 1999. His book, *Heads You Win, How the Best Companies Think*, received acclaim in Fortune and the Economist and has been published in multiple foreign languages. Previously, he served as 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.

Michael Wallace | Internationally recognized authority on leadership from the Board Room to the Shop Floor with 35 years of experience in aerospace process management specializing in knowledge-based engineering, lean manufacturing, sales, team building and information technology. Since retiring from The Boeing Company, Mr. Wallace is a well-respected Consultant with clients in the US, UK, Canada, Australia, and New Zealand. He is a frequent lecturer and keynote presenter on process-based management, along with other related topics such as project management, supply chain management, lean manufacturing, leadership, sales, and system analysis.

- All sessions will be held at MRC's training center or at local manufacturers, which will include real-life applications to enhance your learning experience.

Manufacturing Leadership Institute (MLI)

STRATEGIC LEADERSHIP FOR GROWTH & INNOVATION



A Program Designed for Current and Future Leaders

In 2006, 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. MRC has graduated over 400 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.

Fast Facts

> 400 Alumni | **25** Avg. Class Size | **150** Companies

- 10 days over 5 months
- 11 program topics on Growth and Innovation
- 8 Industry Experts

“My experience with the MLI program was outstanding. The instructors are top notch professionals that provided our class with practical, as well as state-of-the-art curriculum. The combination of instruction, structured exercises, and class interaction made for an excellent learning experience. I would highly recommend the program.”
-Rick Seibert, Sharp

MLI Alumni Network Includes:

- Presidents CEOs
- Vice Presidents
- Directors
- HR Professionals
- CFOs or Accountants
- Specialists
- Operation, General and Plant Managers

Represented Counties:

- Berks
- Carbon
- Lehigh
- Northampton
- Schuylkill
- Bucks
- Lancaster
- Monroe

Learn more about Manufacturing Leadership Institute (MLI) and view our current schedule: www.mrcpa.org/mli

Or contact **Janelle Rabenold**, Director, Leadership Development and Training Strategy at MRC:

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MLI Alumni Companies Include:

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| ABEC, Inc. | IQE |
| Airlite Plastics Co. | J.R. Peters, Inc. |
| Arch Medical Solutions | Just Born |
| Asbury Graphite Mills | Kitchen Magic |
| Ashland Technologies | Lehigh Valley Plastics |
| ATAS International | Lightweight Manufacturing |
| Atlas Machining & Welding | Lutron Electronics |
| B. Braun Medical | MI Windows and Doors |
| Bednark Studio, Inc. | Michael Foods |
| Bio Med Sciences | Miller-Keystone |
| Bosch Rexroth | Nelipak |
| Boston Beer Company | Nestle Waters, NA |
| Bracalente Mfg. | Nordson Medical |
| Brentwood Industries | NPX One |
| Brey-Krause Mfg. | OraSure Technologies |
| Cambridge-Lee LLC | Packaging Corp. of America |
| Cardinal Systems | PB Heat, LLC |
| CPS Cards | Palram |
| Crayola | Piramel Critical Care |
| Dynalene | Ecopax |
| East Penn Mfg. | Polychem |
| Eastern Surfaces | Polymer Contours |
| Ecopax, LLC | Polytek |
| EnerSys | Precision Roll Grinders |
| Equipto | Promise to Perform Industries |
| Everson Tesla | ProtoCAM |
| F.M. Brown's Sons, Inc.® | Reading Plastics |
| FMI | Sharp Corporation |
| Follett | Silberline Manufacturing |
| Freshpet | Smooth-On |
| Highwood USA | Solar Technology, Inc. |
| HindlePower, Inc. | SOLO Laboratories |
| Human Active Technology (HAT) | Spanco |
| HYDAC Technology, Inc. | Unique Snacks |
| Industrial Metal Plating | Viwinco |
| | Wacker Chemical |

Course Descriptions

Thinking Like a Leader | In the opening session, we will cover leadership attitudes and explore growth-oriented thinking, actions, and mindset. We'll also assess the alignment between MLI's direction and your company's goals. Each company will briefly introduce its products and services.

Leveraging Human Capital | This session 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.

Creativity & Innovation | Based on Shawn Doyle's bestselling book, this highly engaging and thought-provoking program equips leaders with tools and techniques to enhance creative thinking and ideation within their teams. Participants learn best practices for objectively evaluating creative ideas, as well as strategies for fostering a culture of innovation and productivity.

Strategy and Operational Decision Making | This session delves into the intricacies of decision making. In the morning, we explore decision science and focus on strategic decision making, including competitive positioning, product and market priorities, and alignment with company or business unit strategy. The afternoon is devoted to building operational decision-making skills by using decision process tools to achieve more effective decision outcomes.

21st Century Sales Strategies | Discover the latest marketing and sales strategies to acquire new customers and boost repeat business. Small and medium-sized businesses have access to numerous resources that enable them to compete with larger companies. However, navigating through the multitude of options can be challenging. Learn how to effectively differentiate your products and solutions in today's hyper-competitive and price-driven market. By developing a cohesive marketing and sales approach, you and your team can secure more business with higher profit margins and less effort.

Supply Chain Management | A high-level view of supply chain design and operations, and what is needed to ensure a culture of continuous improvement. Participants will learn to align competitive strategy with supply chain elements, identify key issues and decisions in supply chain management, understand the impact of supply chain factors on financial performance, and discuss current business trends from a supply chain perspective.

Taking Action | Leaders, by definition, challenge the "status quo." Explore the foundational function of leadership to translate ideas into action by gaining practical tools to confidently take action in driving company improvement. Emphasizing execution over theory, the session focuses on effective interpersonal communication, presenting ideas powerfully yet respectfully, and fostering constructive dialogue rather than confrontation. Participants will learn how to frame messages for impact, engage others in meaningful discussion, and energize teams to move from conversation to results.

Organizational Leadership & Culture: Leading with Intention and Impact | This session explores how leaders' everyday behaviors shape workplace culture and influence team performance. Using the Leadership Effectiveness Analysis (LEA), participants will assess their leadership tendencies to identify strengths and development opportunities. The workshop links leadership actions to cultural outcomes such as trust, accountability, agility, and innovation, offering insight into how intentional shifts can elevate results. Through guided reflection and peer dialogue, participants will begin shaping a personal leadership brand and leave with clear strategies to strengthen their leadership impact.

Strategic Financial Management | This course builds a broad understanding of critical factors that influence success or failure in an organization. Working in teams, participants develop strategy and resolve business challenges. The Interplay experiential learning process highlights which decisions and activities create business impact for short and long-term success.

The Role of Leadership in a CI Culture Transformation | Develops you and your organization into high-performers 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.

Company Growth & Direction Presentations | The MLI program offers opportunities for participants to evaluate their organization and identify areas for improvement. Based on the materials covered, they will develop and present new initiatives for organizational growth. The program concludes with 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.

i 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.