

Media and Entertainment: Leadership

What does it take to lead in today's volatile entertainment environment? While many executives believe leaders are born not made, experience shows that most leadership skills can be learned. It is clear that in order to advance your career and take on more responsibilities, your leadership capabilities become crucial. This program teaches the skills that you will need to lead teams effectively, while responding to the changing demands of your job.

The University of Southern California's Marshall School of Business and Really Useful Information, Inc. (RUI) will present these leadership concepts through faculty and industry subject matter experts in this interactive, four session program.

OBJECTIVES AND TEACHING METHOD:

- Managing in a creative environment
- Develop power and influence
- Manage politics
- Leading change while building trust
- Utilizes an applied approach for the entertainment and media industry
- Blended online sessions with University thought leaders and Industry experts
- Subject matter experts with industry experience
- Includes individual participant coaching to assure use and implementation of program concepts at the company



WHAT YOU'LL LEARN:

Managing in a creative environment

- Creating an open environment
- Building trust
- Managing in a cross cultural environment
- Building teams around talent
- Managing the ups and downs of this business

Power, Politics and Persuasion

- The power of persuasion and convincing others
- Navigating the political environment
- Building consensus
- Building a power base
- Maintaining your success

Stepping Up, Stepping Out: Leading Organizations

- Overcoming implementation obstacles
- Breaking down silos
- Leading partnerships

WHO SHOULD ATTEND:

Media and entertainment professionals looking to acquire the leadership skills necessary to succeed in the positions they have and advance their careers.

WHEN AND WHERE:

April 14— May 5, 2010 (Online)

October 20— November 10, 2010 (Online)

REGISTRATION INFORMATION:

The fee is \$975 and includes tuition and course materials.

Optional coaching: \$400 per session

Register at: www.marshall.usc.edu/ExecEd