



CLARKSON UNIVERSITY // DAVID D. REH SCHOOL OF BUSINESS

# Entrepreneurial Leadership Executive Program



## WHAT DOES EFFECTIVE ENTREPRENEURIAL LEADERSHIP LOOK LIKE, AND HOW DO YOU TRANSFORM CHALLENGES INTO PRACTICAL CHANGE?

LIVE ONLINE SESSIONS | TUESDAYS & THURSDAYS IN SEPTEMBER 2022 | 12-1 P.M. EDT

### Program Overview

Clarkson University's Entrepreneurial Leadership Executive Program is an opportunity to reflect critically on how you lead and what entrepreneurial leadership means to you. It will expose you to knowledge, insights, frameworks and tools to help you pivot your entrepreneurial spirit and leadership to bring greater value to yourself, your teams and your organization.

This program explores several major entrepreneurial leadership themes, including influence by example, team motivation and adaptability, and change and complexity of the new post-pandemic business environment. It will encourage you to evaluate critically the challenges and opportunities encountered in the new entrepreneurial leadership of today.

### Program Topics

#### Entrepreneurial Leadership in New Ventures

Reflect on the role of new entrepreneurial leadership in your organizations.

#### Leading and Developing Organizations

Explore the significance of influence within entrepreneurial leadership and the role of the leader in driving change in a new world environment.

#### Digital Entrepreneurship & New Technologies

Explore the role of digital entrepreneurship and new technologies for rapid internationalization.

#### Entrepreneurial Growth and Diversification

Reflect on your purpose as an entrepreneurial leader for the growth, diversification and internationalization of your new venture.

Register online at [go.clarkson.edu/rehexecutive](https://go.clarkson.edu/rehexecutive).

## Learning Objectives & Outcomes

Upon completion of the Entrepreneurial Leadership Executive Program, participants will walk away with:

1. Tools and frameworks to refine your entrepreneurial leadership purpose.
2. The skills to face workplace challenges, such as leading new teams and dealing with a new complex environment in diverse industries, including your own.
3. New entrepreneurial leadership strategies for driving organizational change and new opportunities for start-ups and businesses.

## Program Dates, Format and Costs

The four-week Entrepreneurial Leadership Executive Program takes place over the course of eight, one-hour virtual sessions from 12-1 p.m. EDT, for a total of eight hours. Sessions for 2022 will take place on September 6, 8, 13, 15, 20, 22, 27 and 29.

Our instructional designers created the format with working professionals in mind. The program features:

- Live online meetings.
- Team and hands-on activities in a virtual environment, including a variety of simulations.
- Networking opportunities with industry professionals and seminar faculty.

The cost of the Entrepreneurial Leadership Executive Program is \$999 USD per person. The following alumni, volume and corporate discounts are available:

- Clarkson alumni will receive a 10% discount.
- Three or more participants from the same organization will receive a 10% discount.
- Corporate sponsors and groups of five or more participants from the same organization will receive a 20% discount.

## Faculty

Modules are delivered entirely online by Clarkson University's world-class expert faculty and key international guests, including the leading Tecnológico de Monterrey in Mexico and executives from SAP in London.

## Who Should Attend?

The Entrepreneurial Leadership Executive Program is specially designed for aspiring leaders, managers and startup entrepreneurs looking to improve and rethink their entrepreneurial leadership skills and discover or refine their leadership purpose.

## Registration

For more information on the Entrepreneurial Leadership Executive Program or to register, visit [go.clarkson.edu/rehexecutive](https://go.clarkson.edu/rehexecutive) or contact Clarkson's Graduate Business Office at 315-268-6613 or [busgrad@clarkson.edu](mailto:busgrad@clarkson.edu).

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