



USC Marshall
School of Business

CEO CENTER FOR
EFFECTIVE
ORGANIZATIONS



LEADERSHIP TRANSITIONS:

FROM MANAGING TO
LEADING

WITH

JAY CONGER

Hosted by Bayer
April 18-20, 2018
Whippany, NJ

PRACTICAL INSIGHTS FOR
BECOMING A COMMUNICATIVE,
INFLUENTIAL AND
PERFORMANCE-DRIVEN LEADER

Program Agenda

Day 1 – Wednesday, April 18th

8:45 am

Registration and Continental Breakfast

9:00 am – 10:00 am

Introduction

Leading versus Managing: Is There a Difference?

Break (10:00 – 10:15 am)

10:15 am – 12:30 pm

The Transition to Leading

Wolfgang Keller Case Study

Break (11:15 – 11:30 am)

12:30 pm – 1:15 pm

Lunch

1:15 pm – 3:30 pm

Providing Performance Feedback

Mary Griffin at Derby Foods Case Study

Breaks (2:15 – 2:30 pm; 3:30 – 3:45 pm)

3:45 pm – 5:00 pm

**Developing Yourself as a Leader: Addressing Your Gaps and
Building Out Your Strengths**

Your 360 Feedback

Day 2 – Thursday, April 19th

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| 8:30 am | Continental Breakfast |
| 9:00 am – 10:00 am | Becoming a Masterful Networker
The Heidi Roizen Case Study

Break (10:00 – 10:15 am) |
| 10:15 am – 11:15 am | Your Networking Style

Break (11:15 – 11:30 am) |
| 11:30 am – 12:30 pm | The Necessary Art of Persuasion |
| 12:30 pm – 1:15 pm | Lunch |
| 1:15 pm – 3:30 pm | Persuasion (continued)

Break (2:15 – 2:30 pm)

Break (3:30 – 3:45 pm) |
| 3:45 pm – 5:00 pm | Action Planning for Your Development |

Day 3 – Friday, April 20th

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| 8:30 am | Continental Breakfast |
| 9:00 am – 10:30 am | What Your Followers Really Want From You

Break (10:30 – 10:45 am) |
| 10:45 am – 12:00 noon | The High Potential's Advantage |
| 12:00 noon | Program ends |