

# LEADERSHIP INSTITUTE



**UTSA** | **ALVAREZ**  
College of Business  
The University of Texas at San Antonio

Executive  
Education

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## BOOTCAMP: ORGANIZATIONAL STRATEGY

The Executive Education Leadership Institute, in the Carlos Alvarez College of Business at The University of Texas at San Antonio, features a range of dynamic and innovative programs to meet the needs of aspiring professionals and business leaders in the San Antonio community.

Our **Leadership Institute Bootcamps** explore an area of business focus for professionals looking to develop their skills and abilities. Participants will enhance their understanding of key concepts, and gain tools to apply learning when back on the job.

### Program Overview

The Organizational Strategy Bootcamp focuses on developing your strategic mindset. Learn how to build and develop forward-thinking strategies; understand how to make more informed and sound strategic decisions, and successfully implement strategies to create lasting organizational change. You will take away an enhanced understanding of the key concepts of strategy, as well as a new perspective on how to create change through sound strategy implementation. Our approach combines both practical-application and in-class experiential learning to help solidify your knowledge.

### Eligibility

Programs are open to all aspiring leaders in the San Antonio area who want to:

- **Develop** a deeper understanding of foundational concepts
- **Learn** how to maximize personal and team performance
- **Identify** tools they can take back to their organizations to employ these concepts

### Cost

#### Early Bird Rate

- \$949 All registrants

#### After Early Bird Deadline

- \$1,099

#### Includes:

- Tuition
- Course materials
- UTSA Continuing Education Units (CEUs)
- Parking at UTSA

### Sessions

#### STRATEGIC PLANNING

There are many components of a firm's strategy and these must be distinguished from its tactics and goals. In this workshop, you will discuss the roles of strategic analysis and planning from the perspective of the firm's leader.

#### STRATEGIC DECISION-MAKING

Decision-making is arguably the most important job of the firm's leaders, yet there are so many ways it can go wrong. During this workshop, you will consider the ways in which decision-making can go astray and opportunities for improving decision-making quality.

#### STRATEGY IMPLEMENTATION: CREATING A PROBLEM SOLVING ORGANIZATIONAL CULTURE

Strategy implementation refers to carrying out the activities within the firm, which are required to execute a strategy. This workshop considers how the organization's structure, culture and vision affect its ability to execute strategy.

### Registration

Register online: <http://bit.ly/2UH2zY3>

For our discount code, please contact [execed@utsa.edu](mailto:execed@utsa.edu) or call **210-458-4778**.

### Program Summary

- **Duration:** Six weeks, one 3-hour course every other week
- **Commitment:** Overall time commitment is estimated at 8–10 hours a month, including class time
- **Method of Delivery:** Instructor-led virtual sessions

### Facilitator



#### BRUCE C. RUDY, PH.D.

Rudy's research interests are in strategic management and organizational theory with a focus on corporate political activity and corporate social responsibility. His research has been published in the *Journal of Management*, *Global Strategy Journal* and *Business & Society*. Rudy has taught strategic management over the last seven years at the undergraduate, graduate and Executive MBA level. He has received the University of Texas System Regents' Outstanding Teaching Award and the College of Business Faculty Teaching Excellence Award.



Interested in additional workshops, bootcamps, certificates or coaching options?

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