

BECOME A

NEXT GEN LEADER

Ken^{THE}Blanchard[®]
COMPANIES



Knauss
SCHOOL OF BUSINESS

University of San Diego[®]

THE NEXT GENERATION IS WAITING FOR YOU... TO LISTEN. TO LEARN. TO SERVE. TO LEAD.

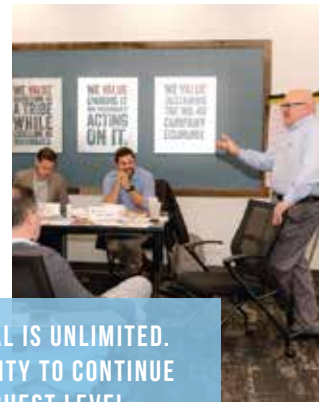
With classes like Effective Decision Making, Leading Organization Change, Communicating Your Leadership Point of View, and Partnering for Performance, the MSEL curriculum is focused entirely on your success as a leader and on enhancing leadership skills you already possess. The results? An immediate impact on your organization's culture, communication and success.

The engaging educational environment you will experience in the MSEL program is enhanced by the small, close-knit cohort of approximately 20 like-minded leaders—high level directors or C-level suite professionals—along with emerging leaders from a diverse set of industries and backgrounds, all of whom come together in class to share experiences, insights and best practices.

THE TIME IS NOW

You have achieved impressive accomplishments in your career. Now it is time to take the next step. The University of San Diego's Master of Science in Executive Leadership (MSEL) program provides an absolutely unique, transformative experience for executives who are poised to enhance their leadership skills, impact their organizations, transform their lives and change the world for the better.

You are one of a kind. And so are we. USD's MSEL is a unique master's degree developed in partnership with The Ken Blanchard Companies, the global leader in leadership development and management training. Blanchard trains more than 150,000 people per year and is the provider of choice by Fortune 500 companies as well as small to medium businesses, governments, and educational and nonprofit organizations. The quality of MSEL instruction is unsurpassed: you will be paired with a unique team of faculty experts including distinguished Knauss School of Business professors, corporate CEOs including Garry Ridge of WD-40 Company, along with internationally-acclaimed leadership experts and coaches.



YOUR PAST SUCCESSES ARE IMPRESSIVE. YOUR POTENTIAL IS UNLIMITED. USD'S MSEL PROGRAM GIVES YOU THE UNIQUE OPPORTUNITY TO CONTINUE LEARNING, CONTRIBUTING AND LEADING AT THE VERY HIGHEST LEVEL.

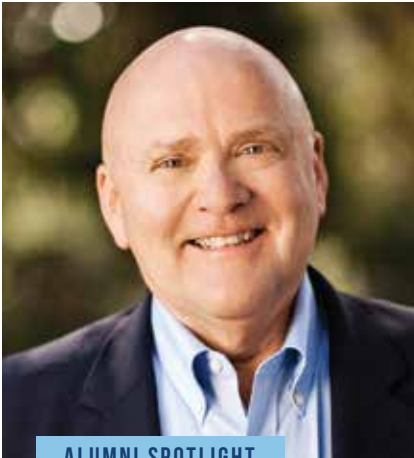
LEARN IT SUNDAY, APPLY IT MONDAY

Much like an executive MBA, the MSEL program meets once a month typically on a Friday Saturday and Sunday, and concludes after 22 months. The program features a hybrid model of 50 percent online classes and 50 percent on-campus classes, accommodating even the busiest of work schedules.

The purpose of these powerful 22 weekend classes is to teach you how to shape the culture of your organization and develop high-performing teams, while mastering proven business strategies to drive success. The focus of each weekend session is the exchange of pragmatic leadership practices: as most of our MSEL alumni will attest, you will wake up energized on Monday mornings ready to apply the lessons you have learned.

LEAD AT A HIGHER LEVEL

Great minds and great hearts yield great results. While most master's programs focus on IQ, USD's MSEL also emphasizes emotional intelligence, or "EQ," helping you enhance and enrich both your professional and interpersonal relationships. The MSEL experience delivers the immediate, relevant business and leadership skills you need to become a transformational leader in every area of your life.



GARRY RIDGE '01

PRESIDENT & CEO, WD-40 COMPANY

“There were plenty of executive MBA programs out there. What stood out to me in USD’s MSEL program was the focus on connecting with people not just in the head, but also in the heart. I knew the global perspective would yield invaluable lessons in leadership.”

ALUMNI SPOTLIGHT

With a deep appreciation for the profound impact USD has had on his career, Garry Ridge has become one of the MSEL program’s most involved supporters. In addition to teaching one of the program’s courses at the WD-40 Company headquarters in San Diego, he has seen to it that his “tribe members” are able to access the MSEL program – over 25 WD-40 employees have participated in and unlocked their own personal and professional potential through the program.

“IN THE MSEL PROGRAM, WE BEGAN IDENTIFYING OURSELVES AS A ‘TRIBE’ BECAUSE AS INDIVIDUALS, AND AS AN ORGANIZATION, WE ASPIRE TO LIVE UP TO THE WONDERFUL PRINCIPLES OF TRIBALISM. THE WAY I SEE IT, A TEAM IS SOMETHING YOU PLAY ON ONCE IN A WHILE; A TRIBE IS A PLACE YOU BELONG.”

Ridge attributes WD-40 Company’s astronomical growth – from \$100 million to \$408.5 million in his tenure as CEO – more to the “tribe” concept learned in the program than the “secret sauce” of the WD-40 formula itself.



ALUMNI SPOTLIGHT

DEBBIE RUANE '14

EXECUTIVE VP AND CHIEF
STRATEGY OFFICER, THE SAN DIEGO
HOUSING COMMISSION

“The MSEL program was pertinent on a personal level to each and every member of our cohort. We were all encouraged to dive deep into our motivations, our strengths, our weaknesses and our ethics. It was exactly what I needed at exactly the right time.”

The MSEL program created a framework for Ruane to continue supporting her team's efforts while adapting her approach to help them make better decisions. One of her biggest takeaways from the program was trusting in herself and her team, which also meant learning to integrate who she was as a leader with who she was personally. Bringing her whole self into the workplace, she said, is what truly enabled her to build enduring, trusting relationships.

“I NOT ONLY DEVELOPED AS A LEADER, BUT ALSO AS A COLLEAGUE AND AS A PERSON. THE MSEL PROGRAM GAVE ME MORE THAN I EXPECTED.”

FIND OUT WHAT OTHER ALUMNI ARE SAYING ABOUT THE MSEL DEGREE:

sandiego.edu/msel