


EXECUTIVE INFLUENCE

Drake University is the global home for a range of programs to transform leaders and optimize organizations.

Fall 2024

Drake
UNIVERSITY

Zimpleman
College of Business



EXECUTIVE INFLUENCE IS A LEADERSHIP PROGRAM FOR PROFESSIONALS INSPIRED TO INCREASE PERSUASION POWER & EFFECTIVENESS

OBJECTIVE

Drake University understands that executive influence is a critical step in inspiring leaders to move toward a common goal, enabling agility and growth in a constantly changing world. Our Executive Influence program is a dynamic, personalized and hands-on approach to leadership development by mixing varying elements to expand your range of power and influence skills in a confidential, safe environment.

PROGRAM OVERVIEW

Executive influence has long been sought after by leaders throughout organizations. While some have natural gravitas, others know that it can be learned by focusing on how you speak, act, and appear in ways that are unique to you and set you apart as a leader. Our transformational program is both practical and personal to allow you time to reflect, practice, and enhance your influence skills while applying them with confidence and integrity. Our hybrid course allows leaders to integrate learnings into their professional roles, progressively building their skills while receiving ongoing feedback and support. Join our next Drake Executive Education cohort, and you'll quickly see the differences in our approach with sessions encouraging deep engagement and real-time practices, essential for skills like negotiation and persuasion.

Contact

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WHO SHOULD ATTEND

Mid- to senior-level leaders transitioning to influential roles in their organization.

Senior level knowledge leaders striving to enhance cohesion, influence, and negotiation skills across their organization.

Executive leaders inspiring multiple groups in service, nonprofit, and business industries.

PROGRAM BENEFITS

- **Enhanced Persuasion Skills**
Leaders will leave with an expanded toolkit for persuasive communication and influence.
- **Strengthened Executive Influence**
Leaders will build confidence and presence in leadership roles.
- **Dynamic Presentation Skills**
Leaders will develop the ability to translate presentations effectively for diverse audiences and formats while mastering the art of casting an inspiring and compelling vision.
- **Improved Negotiation Abilities**
Leaders will enhance skills needed to enter and conduct successful negotiations.
- **Ethical Integrity**
Leaders will gain a strong grasp of the ethics behind influence and responsible use of power.
- **Network Building**
Leaders will have the opportunity to expand their professional networks with peers and industry experts.

“Our program is both practical and personal to allow you to reflect, practice, and enhance your influence skills in a small group of high performers. Participants will build confidence and emerge as more influential and inspiring leaders.”

ANGELA GALLAGHER
DIRECTOR OF EXECUTIVE
EDUCATION
DRAKE UNIVERSITY

Program Calendar 2024

Executive Influence Curriculum Sequence

| | | | |
|-----------------------|-------------------|--------------------|--------------------|
| o | o | o | o |
| September 18-19, 2024 | October 2-3, 2024 | November 6-7, 2024 | December 4-5, 2024 |
| Session 1 | Session 2 | Session 3 | Session 4 |
| In-person | Virtual | Virtual | In-person |

Session 1

Foundations of Persuasion and Influence

Focus: Introduction to the art of persuasion, understanding, personal influence styles, and recognizing existing strengths.

- o Workshop on persuasive communication techniques
- o Interactive group activities to demonstrate the power of influence

Session 2

Networking, Coalitions, and Ethical Influence

Focus: Strategies for building effective networks and coalitions, and the ethics of influence and persuasion.

- o Networking exercises
- o Case studies on coalition building
- o Discussions on the ethical use of influence

Session 3

Leveraging Technology and Negotiation Skills

Focus: Utilizing new technologies for enhancing professional influence and developing advanced negotiation skills.

- o Demonstrations of latest tech tools for influence
- o Negotiation strategies
- o Integrating technology in persuasive strategies

Session 4

Cementing Your Executive Influence

Focus: Solidifying executive presence and applying learned skills in complex scenarios.

- o Advanced personal assessments
- o Feedback sessions
- o Simulating exercises with high-stakes negotiation scenarios
- o Capstone presentation

Transformation

Our Program Difference

FOSTERED AND DIFFERENTIATED CURRICULUM

The programming is meticulously planned and carefully selected, varying the learning experiences to suit each leader's needs. We tailor the learning experience to the individual, ensuring that each participant receives a unique, personalized development journey. Our cohort size is kept small to ensure an optimal participant experience.

PSYCHOLOGICALLY SAFE ENVIRONMENT

Our program focuses on cultivating a welcoming environment for the comfort of participants to consider new ideas and approaches. This translates to creating a space where participants feel safe to explore, take risks, and potentially fail, knowing that this is a part of their learning and growth process.

IN-PERSON, HANDS-ON LEARNING

The Executive Influence program mirrors the hands-on aspect of a learning environment, where theories are put into practice and tested in real time. It emphasizes the importance of experiential learning, where participants actively engage with the material and learn through doing. With a focus on neuroscience as the foundation of the curriculum, participants understand the root nature of "why" as they experiment with influence.

VULNERABILITY IN PRACTICE

Participants are encouraged to be vulnerable, acknowledging that not every attempt to develop executive influence will succeed. This appropriate vulnerability is crucial for genuine learning and growth, much like how unexpected results can lead to new insights.

CAPSTONE PRESENTATION: BUILDING YOUR FOUNDATION

The program is designed to build a solid foundation of executive influence, leading to a capstone presentation where you can synthesize your learning. This final presentation acts as a practical application, allowing you to demonstrate your mastery of the subject matter by taking real-life world challenges. It serves as a culmination of the transformational journey, where leaders can showcase their ability to integrate diverse skills into a cohesive and impactful final piece.

Executive Delivery Team

EXECUTIVE FACULTY



CLAIRE MUSELMAN, ED.D.

Drake University

Claire Muselman, EdD is an accomplished, influential leader and educator with extensive experience in executive presence, leadership development, and strategic communication. Currently serving as an Assistant Professor of Practice at Drake University's Zimpleman College of Business and Co-Director of the Master of Science in Leadership Program, Dr. Muselman is the driving force behind the Executive Presence Program. Her dynamic career spans over 20 years, with significant roles including Chief Workers' Empowerment Officer at North American Risk Services, Chief Risk Officer at Emory, and President of DCM.

With a Doctor of Education in Organizational Leadership and multiple advanced degrees from Drake University, Dr. Muselman has a profound understanding of both the theoretical and practical aspects of leadership. Her research and professional endeavors focus on enhancing organizational behavior, emotional intelligence, and ethical leadership. As a sought-after speaker and consultant, Dr. Muselman has delivered numerous keynotes and training sessions on workers' compensation, leadership, and human resources across various industries.



Executive Delivery Team

EXECUTIVE EDUCATION



ANGELA GALLAGHER, MBA

Drake University

Angela Gallagher, Director of Executive Education at the Drake University Zimpleman College of Business, is a dedicated leader that uses her skills to coach others to unlock their leadership potential, to aim high setting their career goals, and to intentionally plan to give back in ways that align to their purpose. She is known for her ability to implement sustainable change, increase organizational impact, and strengthen processes so that individuals, teams, and businesses can achieve strategic goals and business results.

A seasoned strategic advisor, Angela Gallagher has a wealth of knowledge in the communication and marketing fields. Angela's career has included corporate and leadership communication, leading company culture transformations, team building and staff development.

Angela's role at Drake is rooted in her beliefs that strong leaders build strong organizations and strong organizations build strong communities and that transformational learning experiences are pivotal to the journey. Angela received her MBA from Drake University and her BBA from Iowa State University.



PAMELA MOORE, MBA

Drake University

Pamela Moore, Program Manager of Executive Education at the Drake University Zimpleman College of Business, enjoys helping leaders bring their best to their leadership roles and community. Pam is central to creating a cohesive and collaborative leadership experience for all leaders so that the focus is on you and your leadership development. As a member of the Executive Education delivery team, Pam enjoys watching leaders grow through the executive programs and push through personal barriers.

Pam has 15 years experience laying the groundwork for multiple start-up businesses in industries including sales, law, science, and higher ed. She hold a BS in Biology from the University of Wisconsin-Madison and MBA from Drake University.



WHY DRAKE EXECUTIVE EDUCATION?

Drake University is recognized as one of the finest institutions of higher learning, recently identified by *Forbes* as “the fastest-rising private university in the United States in college rankings.”

Under the guidance of an experienced leadership team, Drake University provides an exceptional learning environment that prepares individuals for meaningful personal lives, professional accomplishments, and responsible global citizenship.

This academic know-how and international culture are also reflected in Drake University’s Zimpleman College of Business. Whether you are looking to grow specific skill sets or want to position your organization for success in the global economy, Drake has an executive education program to meet your objectives.



EMBARK ON A JOURNEY OF TRANSFORMATION WITH THE EXECUTIVE INFLUENCE PROGRAM AT DRAKE UNIVERSITY - FOSTERING IMPACTFUL, AUTHENTIC, AND ADAPTABLE LEADERSHIP IN THE MODERN BUSINESS WORLD.

ENROLLMENT FEES

\$6,850

EARLY BIRD DISCOUNT

SAVE \$750 if application received by August 15, 2024

APPLICATION DEADLINE

August 30, 2024

REGISTER

drake.edu/execed



THE FORMAT

Drake Executive Education follows a cohort model with an approach to sessions encouraging deep engagement and real-time practices, essential for skills like negotiation and persuasion. Our virtual and in-person course cadence allows leaders to integrate learnings into their professional roles, progressively building their skills while receiving ongoing feedback and support from their peer level leadership cohort.



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REGISTER AT: drake.edu/ExecEd

Contact Drake University

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