SUMMER SESSION

PERSONAL LEADERSHIP
CMBU/MGBU4443 001

Professor Nancy McCarthy, Hughes Hall-Room 526, email: namccarthy@fordham.edu, Office Hours: by appointment

Required Text: THE ALCHEMIST by Paulo Coelho

Additional Assignments: Corner Office - NY Times articles
Ted Talks

Additional Books (to be assigned) for final paper

Suggested readings: The Miracle of St. Anthony by Adrian Wojnarowski - story of Basketball Coach Bob Hurley; The Secret by Rhoda Byrne; Heroic Leadership by Chris Lowney; StrengthsFinder 2.1 by Tom Rath.

Grading Criteria:

Official Grading: 94-100 = A; 90-93.9 = A-; 87-89.9 = B+; 84-86.9 = B; 80-83.9 = B-; 77-79.9 = C+; 74-76.9 = C; 70-73.9 =C-; 66-69.9=D; Under 65=F.

Policy on attendance: Students are expected to be present, both physically and mentally, for all classes. This course is designed for the mature student, eager to create a game plan and setting goals to establish a clear path for life.

Submission Policy: All late assignments will be penalized as follows: a half-letter grade if it is one day late, or a full-letter grade for 2 days late. Deliverables will not be accepted if overdue by more than three days.

Course breakdown: This course is cross-listed between business communication & management. It can be used towards the Communications & Media Specialization, a Management Concentration course. Business minor for Fordham College students, or a free elective/business elective.

Course Description: What are my signature strengths? What kind of career do I want after Fordham? The way we will approach this exploration is to suggest that it has a great deal to do with leadership - Personal Leadership. Effective leaders are able to tackle complex and ambiguous problems and mobilize people toward resolution. Personal leadership is doing this for yourself. We will start this course by exploring what people have written about leadership. We will explore Self Awareness and Motivation. Our goal
is to uncover your own personality, motives, and understand what makes you unique and different.

How do you define success? What does "crafting a career and a life" have to do with leadership?

THE JOURNEY - Empowering Yourself for Personal Excellence

"If your actions inspire others to dream more, learn more, do more, and become more, you are a leader."

------John Quincy Adams

DAILY DISCUSSIONS AND ASSIGNMENTS

May 31st (1-4pm): Overview - discussion of course requirements

Homework:
1. Create your own Personal Mission Statement. A mission statement provides clarity and gives you a sense of purpose. It defines who you are and how you plan to live (single paragraph, typed, double-spaced).
2. Create your Personal Leadership Journal (at least 2 paragraphs)
3. Also, read Corner Office - NY Times.com - Fred Hassan, Chairman of Bausch & Lomb-July 27, 2013 - be prepared to discuss in class. Additionally, research Fred Hassan to explore if his personal leadership style changed in the course of his career.
4. Ted Talk – ITAY TALGAM 2009 – Lead like the great conductors – be prepared to discuss in class.

June 1st (1-4pm): Myers-Briggs Personality Assessment: Exploring your strengths and weaknesses; identifying your talents; capitalizing on your strengths while managing through your weaknesses. Innate and acquired strengths: Talents, Knowledge, and Skills. “Whatever you set your mind to, you will be most successful when you craft your role to play to your signature talents most of the time.” (Taken from NOW, Discover your strengths, by Marcus Buckingham/Donald O. Clifton, PhD.)

Homework:
1. Reflect on your talents and explain what direction you plan to channel your strengths after leaving Fordham and why. Additionally, what do you need to do to manage around your weaknesses. Explain what motivates you to make this decision.
2. Create your Personal Leadership Journal (at least 2 paragraphs)
3. Also, Corner Office – NY Times.com – James P. Hackett, President & Chief Executive of Steelcase – 8/19/12. Additionally, research James P. Hackett to explore if his personal leadership style changed in the course of his career. ONE STUDENT WILL PRESENT THE CASE FOR DISCUSSION (DUE FOR CLASS ON JUNE 2ND)
4. **Ted Talks – AMY CUDDY 2012** – how your body language shapes who you are. **ONE STUDENT WILL PRESENT FOR DISCUSSION ONE STUDENT WILL PRESENT THE CASE FOR DISCUSSION (DUE FOR CLASS ON JUNE 2ND)**

**June 2nd (1-4pm):** 9 P’s of Leadership – nine points every leader should focus on: People, Purpose, Passion, Performance, Persistence, Perspective, Paranoia, Principles, Practice. Material taken from, *The 100-Mile Walk* by Sander Flaum/Jonathan Flaum.

**Homework:**
1. Provide personal examples for each “P” listed above. It could be a situation at work/internship, a club/society, a team, a class, or personal situation.
2. Create your Personal Leadership Journal (at least 2 paragraphs)
3. Also, *Corner Office – NY Times.com* – Maynard Webb, a veteran technology Executive whose current roles include serving as Chairman of Yahoo – 1-14-15. Additionally, research to explore if Maynard Webb’s personal leadership style changed in the course of his career. **ONE STUDENT WILL PRESENT THE CASE FOR DISCUSSION. (DUE FOR CLASS ON JUNE 7TH)**
4. **Ted Talks – ANGELA L. DUCKWORTH** – the key to success? GRIT. **ONE STUDENT WILL PRESENT FOR DISCUSSION. (DUE FOR CLASS ON JUNE 7TH)**

**June 3rd: (1-4pm)** Discussion on understanding Corporate Culture.

**Homework:**
1. Create your Personal Leadership Journal (at least 2 paragraphs)
2. Read *The Alchemist*
3. Read *Corner Office – NY Times.com* – Kevin Liles, Founder & CEO of KWL Enterprises – 10/28/12. Additionally, research Kevin Liles to explore if his personal leadership style changed in the course of his career. **ONE STUDENT WILL PRESENT THE CASE FOR DISCUSSION. (DUE FOR CLASS ON JUNE 7TH)**
4. **Ted Talks – STANLEY MCCCRYSTAL 2011** – listen, learn….then lead. **ONE STUDENT WILL PRESENT FOR DISCUSSION. (DUE FOR CLASS ON JUNE 7TH)**

**June 6th: (1-4pm)** Networking – Daggar John Day - how to effectively build our professional portfolio.

**Homework:**
1. Get as many names with titles and memorable information as you can.
2. Continue to read *The Alchemist*
3. Also, read *Corner Office – NY Times.com* – Amy Errett, Chief Executive & Co-Founder of Madison Reed - 11/15/13. Additionally, research Amy Errett to explore if her personal leadership style changed in the course of her career. **ONE STUDENT WILL PRESENT THE CASE FOR DISCUSSION. (DUE FOR CLASS ON JUNE 8TH)**
4. Ted Talks – JOHN WOODEN: difference between winning and leadership.
ONE STUDENT WILL PRESENT FOR DISCUSSION. (DUE FOR CLASS ON JUNE 8TH)

June 7th: (1-4pm) Discussion of The Alchemist

Homework:
1. Prepare for the Midterm
2. Read Corner Office – NY Times.com – Kevin Liles, Founder CEO of KWL Enterprises – 10/28/12. Additionally, research Kevin Liles to explore if his personal leadership style changed in the course of his career. ONE STUDENT WILL PRESENT THE CASE FOR DISCUSSION. (DUE FOR CLASS ON JUNE 10TH)
3. Ted Talks – Daniel Pink – the puzzle of motivation. ONE STUDENT WILL PRESENT FOR DISCUSSION. (DUE FOR CLASS ON JUNE 10TH)

June 8th: (9-12pm) Corner Office and Ted Talk discussion. Additional review for the midterm. Discussion of the self goal assignment – both long term and short term goals.

June 8th: (1-4pm) Midterm

June 9th: Watch the documentary, The Street Stops Here (No Class)

Homework:
1. Be prepared to discuss the film in terms of leadership.
2. Read Corner Office – NY Times.com – Dwight Merriman, Chairman & Co-Founder of MongoDB – 11-1-13. Additionally, research Dwight Merriman to explore if his personal leadership style changed in the course of his career. ONE STUDENT WILL PRESENT THE CASE FOR DISCUSSION. (OPTIONAL)
3. Ted Talks – Simon Sinek – how great leaders inspire action. ONE STUDENT WILL PRESENT FOR DISCUSSION. (OPTIONAL)
4. Complete the Self Goal Setting Exercise

June 10th: (9-12pm) Discussion of the Self Goal Setting Exercise.

June 10th: (1-4pm) Work on your final presentations

June 13th: (9-12pm) Final Presentations