



## THE BUSINESS OF LEADERSHIP



*"The course was great, and as expected, I now have great networking opportunities that have already started to help my business!"*

Karen M. Riffice, Controller, Soderlund Brothers, Inc., Oak Lawn, IL

## WHY LEADERSHIP EDUCATION?

**Because very few leaders are born...**

For most of us, leadership is a learned skill. And, what is the best way to learn business leadership? Through a total immersion in the strategic and "human" side of running your business...by forging lifelong relationships with peers who are equally committed to leading an organization, rather than merely managing events. Graduates of MCAA's Advanced Leadership Institute (ALI) will develop the crucial skills and resources they need to successfully lead their firms, regardless of external economic conditions or internal human dynamics.



## WHY MCAA'S ADVANCED LEADERSHIP INSTITUTE?

**Because MCAA is the “education association.”**

MCAA is uniquely positioned to craft and structure a dynamic, custom-developed program for our industry's current and future leaders.

In addition, MCAA has committed the resources to ensure that the ALI will stay cutting-edge in its content and fresh in its presentation.

## WHY BABSON EXECUTIVE EDUCATION?

**Because Babson is a world leader in executive education.**

Babson Executive Education continues to improve its already stellar reputation as a world-class educational institute. In 2006, the *Financial Times* distinguished Babson as the global educational authority in entrepreneurship. Likewise, *US News & World Report* and *Entrepreneur Magazine* consistently rank Babson #1 in entrepreneurship, and *The Wall Street Journal* consistently reports that recruiters give Babson alumni their highest marks for working well in teams, personal ethics, integrity, and entrepreneurial skills.

At the Babson Executive Education Center, you will enjoy the benefits of a world-class, innovative learning environment within the confines of a classic college campus. The Center reflects the philosophy of Babson, and combines state-of-the-

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art executive conference facilities with congenial, comfortable surroundings to enhance your learning experience.

Babson is an independent business school that grants B.S. and M.B.A. degrees and offers programs in executive education to experienced executives worldwide. High profile clients include Estée Lauder, Tchibo Fidelity Investments, MetLife, Saint-Gobain, EMC Corporation, Novartis, Ingersoll-Rand, Radio Shack, Siemens AG, 3M, Accenture, Bristol-Myers Squibb, Intel, KPMG, NASA, World Bank, and Xerox.

## WHY NOW?

**Because uncertain times demand decisive action...**

In the challenging business climate of the 21st century, good management of your business is not enough. The bottom line, while critically important, is but one indicator of your organization's health. Vital strategic questions about where your company is going, your market and your place in it, your competition, your people and their understanding of—and motivation to achieve—your mission are just as critical. Successfully identifying and addressing these issues will define you as a leader and an entrepreneur. The long-term survival and success of your company start now!



## WHO SHOULD ATTEND?

### **Leaders and leaders-to-be.**

Senior executives from member companies (mechanical, service, or plumbing, large or small) who have, or will have, chief executive responsibilities for your company, or a significant business unit within the company, should attend the Advanced Leadership Institute. Senior executives or officers who need to broaden their leadership skills, or who wish to leverage the extensive experience they already have, are strong candidates and should apply for ALI admission.

Since the ALI is designed to teach top-level executives the art of leading profitable companies, course attendance is limited to individuals in positions such as CEO, COO, CFO, or top-level vice president. Individuals being groomed for positions such as these are also strong candidates.

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## WHAT WILL YOU LEARN?

**The ALL curriculum is constantly evolving. Its dynamic, leading-edge topics currently include:**

- Leading vs. Managing—Defining Leadership
- Communication Skills for Leaders
- Understanding Strategy/Thinking Strategically
- Leadership Behavior Modeling (The “7-S Model,” “360-Degree Feedback,” and others)
- The Leader as Entrepreneur
- A Financial Framework for Assessing Innovative Ideas
- Linking Business Strategy to Financial Performance
- Opportunity Identification
- Change Management
- Negotiation Skills for Leaders
- Coaching and Mentoring
- High Performance Teams
- Emotional Intelligence
- Leadership and Personal Style
- Effective Organizations
- Visualizing and Managing Risk
- Succession Planning

*“Exceeded my expectations; great content and structure.”*

Robert Barnes, President, Mechanical Systems, Inc., Omaha, NE

## HOW WILL YOU LEARN?

**The ALI uses a thoughtful mixture of innovative and proven formats and learning methods:**

- Intensive ten-day course, divided into two five-day sessions
- Instruction by world-class Babson faculty
- Use of a custom-developed “case study” designed to mesh theory with industry practices
- Pre-attendance reading and other assignments
- “Inter-session” projects and readings
- Internet-based self-diagnostic tools and assignments
- Breakout rooms for team assignments and small-group sessions
- Multi-level, high-tech classrooms
- Private video-recorded sessions to improve communication skills
- Intense networking and relationship building among classmates

## HOW TO APPLY?

Application procedures and forms are available online at [www.mcaa.org/ali](http://www.mcaa.org/ali).



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