

“You manage things;
you lead people.”

– Grace Murray Hopper



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Center for Global Leadership and Understanding

College of Management | Lawrence Technological University

*Preparing future leaders
to meet the global
economic, political,
social, cultural,
and humanitarian
challenges of the
21st century.*

*Become
a Member
Open a
New World
of Opportunity*



Global Leaders for the New Global Economy

Globalization is creating a huge demand for qualified global leaders. Surveys of international organizations repeatedly show that traditional leaders lack the knowledge and experience required to succeed in today's global economy. Globalization is re-defining the skills, traits, characteristics, and mindsets required to meet the challenges of the 21st century.

Globalization also compounds the demands made upon leaders. It challenges their values and beliefs and tests the limits of their abilities to strategize, communicate, motivate, and, ultimately, lead. Leaders are confronted with vast amounts of new information that is subject to multiple interpretations, cultural biases, social values, historical nuisances, and far less certainty. Decision making must capture and integrate complex worldwide interdependencies while keeping pace with an accelerating rate of economic and social change.

Lawrence Technological University's Center for Global Leadership and Understanding was founded by the College of Management to help prepare business, political, and social leaders for this very different world. Defining the knowledge and experience required for effective global leadership remains a vexing

“Everyone thinks of changing the world, but no one thinks of changing himself.”

Leo Tolstoy



problem for both business and academia, but most agree that the challenges of the 21st century require leaders who can:

- Understand the multiple dimensions, magnitudes, interdependencies, and strategic implications of globalization
- Think globally
- Value cultural diversity as a competitive advantage
- Create global alliances, partnerships, and new organizational forms
- Utilize advanced technology on a global basis
- Share leadership responsibilities
- Develop future global leaders

Lawrence Tech is committed to helping leaders develop the skills they need to be competitive and effective in a rapidly changing global environment.

Open a New World of Opportunity

With more than 70 years of experience in educating leaders and managers, Lawrence Technological University's College of Management is uniquely positioned to provide individuals and organizations the educational facilities, resources, and expertise they need to reinvigorate their skills and the skill sets of their employees. An advisory board of international business leaders and experts has been instrumental in developing the Center for Global Leadership and Understanding's programs in three core areas – education, research, and outreach.

Education

- Conference series on global leadership
- Continuing (non-credit) education programs
- Workshop series

Research

- Global leadership curriculum development
- Global leadership studies, surveys, reports, and publications

Outreach

- High school global leadership scholarship program
- Summer boot camps
- Annual global leadership award
- Internship programs
- Partnerships and alliances with business, economic, civic, and cultural organizations

The Lawrence Tech Advantage

The Center for Global Leadership and Understanding enjoys the benefits of being part of the College of Management and Lawrence Technological University, with its diverse faculty, technological infrastructure and computer capabilities, and research facilities. In addition to the specialized programs offered by the Center, Lawrence Tech's College of Management offers certificate, bachelor's, master's, and doctoral programs for those interested in the in-depth study and research provided by the pursuit of a formal degree.

Become a Member

When you become a member of Lawrence Tech's Center for Global Leadership and Understanding, you become part of the solution. As a member, you'll receive:

- Free or reduced admission to conferences, seminars, and workshops
- Free or reduced rates for certificate and continuing education programs
- All Center papers and publications
- Advance notice and registration for all Center events
- Updates on and announcements of all Center activities
- Networking opportunities
- Marketing and sponsorship opportunities
- Listing in the Center's Membership Directory
- Attendance at the annual members dinner

Certificate

Global Leadership

Bachelor's

Business Management
International Business Management
Information Technology

Master's

Business Administration
MBA International
Senior Service College Fellowship (in partnership with the U.S. Army)
Information Systems

Master's Dual Degrees

Business Administration/
Global Leadership and Management
Business Administration/
Engineering Management
Business Administration/Architecture

Doctoral

Business Administration
Management in Information Technology

Center for Global Leadership and Understanding Membership

Yes, I am interested in becoming a member of Lawrence Tech's Center for Global Leadership and Understanding.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

EMAIL _____

PHONE _____

COMPANY _____

TITLE _____

I would like to become a member at the following level:

- FOUNDING \$1,000
- GLOBAL \$500
- LEADERSHIP \$100
- INDIVIDUAL \$25
- STUDENT \$5

Founding, Global, and Leadership memberships include free admission to all conferences, seminars, and workshops and the annual members dinner.

Amount Enclosed: \$ _____

Please complete and return this card and your check, payable to Lawrence Technological University, to:
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For additional information, email globalleaders@ltu.edu or call 248.204.3050.