



LEADERSHIP 2.0

Adapting to a Changing Aftermarket

Locations

Session I: Northwood University Campus, Midland, MI

Session I will be held at the Sloan Family Building for Aftermarket Studies on Northwood University's campus in Midland, MI. This 25,000 square-foot, state-of-the-art facility features interactive classrooms, an alumni lounge, conference room, faculty offices, an auditorium, and other educational features. Its construction came through generous support from around the aftermarket.

Midland is located 135 miles north of Detroit and is serviced by MBS International Airport.



Session II: Northwood University Campus, West Palm Beach, FL

Session II will be held at Northwood University's campus in West Palm Beach, FL, just 60 miles north of Miami on Florida's east coast. The campus is located on 90 beautiful and spacious acres. Classroom buildings, residence halls, administrative offices, and student facilities are modern and distinctly Floridian.



Northwood University is committed to a policy of nondiscrimination and equal opportunity for all persons regardless of race, gender, color, religion, creed, national origin or ancestry, age, marital status, disability or veteran status. The University also is committed to compliance with all applicable laws regarding nondiscrimination. Northwood University is accredited by the Higher Learning Commission and is a member of the North Central Association (800-621-7440; higherlearningcommission.org). 14-4684 rev. 0514



LEADERSHIP DEVELOPMENT PROGRAM

Session I: August 24-29, 2014

Northwood University Campus • Sloan Family Building for Aftermarket Studies • Midland, Michigan

Session II: March 8-13, 2015

Northwood University Campus • West Palm Beach, Florida



UNIVERSITY
OF THE
AFTERMARKET

NORTHWOOD UNIVERSITY

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LEADERSHIP 2.0

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“ Leadership 2.0 nurtures the importance of understanding yourself as a leader in order to motivate and gain the most from your subordinates as well as your peers and superiors. You will review case studies and articles from national and international experts on Leadership and Strategy and engage in thought-provoking discussions with the professors and your classmates.”

–Tom Piper
Automotive Supply Associates

DEVELOPING TOMORROW'S LEADERS

Leadership 2.0 is a cornerstone in the industry's efforts to foster the development of a new generation of visionary executives who will help drive the aftermarket to new levels. The program is an intense and intellectually challenging executive development program, offered as two, one-week sessions. A team project is completed between sessions I and II; participants must attend both sessions.

Participants represent a wide-array of aftermarket companies at all levels of the industry. The entire program is led by recognized aftermarket leaders and respected faculty from Northwood University and its DeVos Graduate School of Management, allowing for a collaborative mix of the practical and theoretical, appropriate for all levels of the motor vehicle aftermarket.

The Leadership 2.0 experience includes a blend of industry research and market analysis, discussion and debate of new challenges and competitive strategies, individual skills training in communication, negotiation and conflict management, insight into supply-chain solutions and industry merger/acquisition activity, as well as presentations by industry leaders.

APPROVED FOR AAP/MAAP CEUs

Participants receive 7.0 Continuing Education Units (CEUs) toward completion of their Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) certifications. Participation in the team project satisfies the written paper requirement for AAP program completion.

The Team Project

One of the long-standing traditions of Leadership 2.0 has been the team project. During Session I, participants are grouped into teams, each of which collaborates on a project that addresses an aftermarket-specific problem or issue. Teams work on their projects between sessions.

During Session II, teams present their projects and the top team is selected.

“ Leadership 2.0 was a very fast-paced, information-filled program structured in a way to create an atmosphere of real comradery. The instructors presented relevant material that can be utilized in building leadership skills for individual and corporate benefit.”

–Sherri Rains
Hopkins Manufacturing

2013-2014 Top Team

Bill Maggs
National Pronto Association

Bailey Overman
AASA

Jim Snipes
Standard Motor Products

Todd Campau
IHS

Brian Evanoka
Uni-Select USA

LEADERSHIP 2.0

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Reservation/Enrollment Form

Registration Deadline: July 14, 2014 • \$6,100 per person • 7.0 CEUs

Company _____

1. Name _____ Title _____

Address _____ City/State/Zip _____

Bus. phone _____ Cell phone _____

Email _____

2. Name _____ Title _____

Address _____ City/State/Zip _____

Bus. phone _____ Cell phone _____

Email _____

Please enclose the registration fee of \$6,100 per person with this form (includes both sessions). Registration is finalized upon receipt of payment. Checks payable to Northwood University must be U.S. currency. In cases where cancellation is necessary, tuition will be refunded according to the following scale: prior to two weeks' notice - 100% refund; one to two weeks' notice - 85% refund; less than one week's notice - 50% refund. Substitutions are accepted at any time with no penalty prior to the beginning of the first session.

Amount enclosed \$ _____ Or credit card information: Visa MasterCard AMEX Discover

Name as it appears on card (please print) _____

Card # _____ Expiration _____ CVC Code _____

Signature _____ Amount to be charged _____

Registration Fee: \$6,100

Fee includes tuition, course materials, housing, and meals for the two sessions. Because of the loss of continuity, there can be no substitution of people between Session I and Session II.

Leadership 2.0

Session I

August 24-29, 2014

Sample Schedule (2013-2014 class topics are subject to change)

Pre-work: Leadership-related reading assignments

Northwood University

Midland, MI

Sunday:

- Arrive on Northwood Campus by 6:00 p.m.
- Welcome Reception & Dinner
- Aftermarket Guest Speaker

Monday:

- Aftermarket Current Events Roundtable
- Lecture & Discussion: Intreprenurship/ Entreprenship & Global Competition
- Group Project: Defining your Leadership Role in the Aftermarket
- Team Project Assignments
- Class Dinner & Networking

Tuesday:

- Aftermarket Case Study: Managing Personalities
- Meyers-Briggs Test
- Lecture: Leadership Styles
- Aftermarket Guest Lecturer: Team Management
- Class Dinner & Networking

Wednesday:

- Aftermarket Data Analysis
- Competitive Strategy: Analysis & Case Studies
- Developing Your Organization's Unique Strategy
- Strategy Building Exercise
- Business Writing & Communication
- Class Dinner & Networking

Thursday:

- Aftermarket Case Study
- Presentation Skills for Leaders
- Leadership & Strategic Change: Managing Tomorrow's Changes Today
- Aftermarket Guest Speaker
- Class Dinner & Networking

Friday (half day):

- Class Discussion: Aftermarket Current Events
- Mentoring & Leadership
- Team Projects: The Next Steps

Leadership 2.0

Session II

March 8-13, 2015

Sample Schedule (2013-2014 class topics are subject to change)

Pre-work: Leadership-related reading assignments

Northwood University

West Palm Beach, FL

Sunday:

- Arrive on Northwood Campus by 6:00 p.m.
- Welcome Reception & Dinner
- Aftermarket Guest Speaker

Monday:

- Welcome Back!
- Class Discussion: Aftermarket Current Events
- Group Activity: Organization, Leadership, and Groups
- Conflict Management
- Business Ethics for Leaders
- Class Dinner & Networking

Tuesday:

- Aftermarket Guest Speaker
- Negotiation Skills for Leaders
- Strategic Management: Risk & Rewards
- Case Study & Group Activity: Taking the Wrong Path
- Class Dinner & Networking

Wednesday:

- Aftermarket Supply Chain Topics
- Six Sigma Theory & Application
- Team Project Preparation & Practice
- Class Dinner & Networking

Thursday:

- Aftermarket Case Study
- Team Project Presentations
- Good Decisions/Bad Outcomes: Why Groups Make Wrong Decisions in the Workplace
- Aftermarket Guest Speaker
- Class Dinner & Networking

Friday (half day):

- Coaching & Mentoring
- Announcement of Winning Team
- Graduation
- Adjournment (11:30 a.m.)

Online registration available:

www.universityoftheaftermarket.com

-click course calendar

Please complete & return this form to:

Northwood University
Business Office/U of A
4000 Whiting Drive
Midland, MI 48640-2398

Admission is guaranteed only upon payment in advance of the full fee and receipt of the completed registration form. For more information: Call **800.551.2882**

or visit www.universityoftheaftermarket.com Fax: **989.837.4439**