Key Persons Leadership Development

Spring 2021

Thursdays
March 11 - April 29
8:30 - 11:30 a.m.

In order to maintain a competitive edge in today’s complicated business environment, small businesses need key persons who can think critically, motivate teams, and implement action plans to reach strategic initiatives.

The Center for Entrepreneurial Leadership now offers Key Persons Leadership Development. This powerful forum provides participants with crucial tools for a great employee to become a confident leader. The forum also provides participants a confidential setting and method to problem solve business challenges with other emerging leaders.

The Key Persons Leadership Development leverages powerful principles of adult learning, instilling course content through discussion forums, group exercises, and action plans with weekly accountability checks.

Participants in this interactive program will learn:

- To identify and understand strengths-based leadership styles in themselves and others
- Communication strategies for active listening, coaching, delegating and mastering difficult conversations
- A basic understanding of financial statements to build a higher level of awareness related to the organization’s bottom-line performance
- The importance of having standard operating procedures to efficiently deliver a consistently high quality product or service
- An understanding of the interaction between the marketing and sales process, and an awareness of how each person in the business is critical for sales
- Goal setting and time management strategies to work on the right things at the right time.

Location:
UB Downtown Gateway Bldg., Conference Room 208
77 Goodell St., Buffalo

Cost:
$1,995 per participant
($1,500 each additional participant from same company)

Call 716.885.5715 to register or email: mgt-cel@buffalo.edu
Registration Form
Spring 2021 Key Persons Leadership Development Program

Note: If you are using an assistive device and need assistance completing a registration form, please contact the Center for Entrepreneurial Leadership at 716-885-5715 or mgt-cel@buffalo.edu

Personal Information (Participant #1)

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>Title</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>City</td>
</tr>
<tr>
<td>State</td>
<td>Zip</td>
</tr>
<tr>
<td>Email</td>
<td>Phone</td>
</tr>
</tbody>
</table>

Personal Information (Participant #2)

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>Title</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>City</td>
</tr>
<tr>
<td>State</td>
<td>Zip</td>
</tr>
<tr>
<td>Email</td>
<td>Phone</td>
</tr>
</tbody>
</table>

Course Registration

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Fee</th>
<th># of participants</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Persons Leadership Development Program – 1st Participant</td>
<td>$1,995</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Key Persons Leadership Development Program - Additional attendees from same company Reduced Price</td>
<td>$1,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1st person pays full price; additional people pay discounted price)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Signature and Submit Form

I authorize the University at Buffalo to process my registration for course listed on this registration form. I understand that once a course is accessed either by attendance or lessons on-line, there are no refunds.

Signature          Date

Submit Form to: UB Center for Entrepreneurial Leadership
77 Goodell St., Ste. 201
Buffalo, NY 14203
Fax: 716-845-6999
Email: mgt-cel@buffalo.edu
Key Persons Leadership Development Program Payment/Invoice

**Option 1**  
$1,995 – First attendee  
Due by March 2, 2021

**Option 2**  
$1,500 – Additional attendees from same company (1st person pays full price; each additional attendee pays discounted price)  
Due by March 2, 2021

Please make your check payable to **UB Foundation Activities** and return to:  

Greg Vogelsang  
UB School of Management  
117 Jacobs Management Center  
Buffalo, NY 14260-4000

**Method of Payment (select one of the following)**

<table>
<thead>
<tr>
<th>Check Enclosed (payable to UB Foundation Activities)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Card Payment – Call Lori Sullivan at 716-885-5715 to pay by credit card</td>
</tr>
</tbody>
</table>

*To ensure your credit card security, please do not send credit card information via e-mail. Any credit card information sent via e-mail will not be processed.*

*I hereby authorize CEL to charge to my account payments for the Key Persons Leadership Development Program as outlined above.*

By: ____________________________  
Payor Signature  
Date