

Disruptive Leadership Certificate Program

Talking About
Disruptive Leadership at
Your Company



I just don't
get it :-)

Disruptive
Leadership
what?

Let's talk!

The Talk-Kit

Straight Talk...

Use this helpful
guide to...

Selling your
company on a new
program is hard.

... communicate your success with the Stetson University Disruptive Leadership Executive Program at your company. When it comes to evolving your organizational culture to understand and appreciate disruptive leadership, it's all about spreading the word and making it stick. Like glue!

We get it. And one that involves a culture change is even harder. But don't worry! Now you can get everyone on the same page, and in a disruptive leadership mindset, at your company.



Tell Your Organization

To All Employees:

As you already know, we now live in a digital-driven economy. Customers no longer purchase just products or services; instead, they expect to enjoy great experiences with engaging brands. Even within our industry, delivering unique value to customers is having a significant impact on ROI.

This means we must prepare to lead our businesses in this new era by learning new ways to manage complexity, serve customer needs, and craft sustainable offers and differentiating experiences. To this point, the [your department] team is embarking on a new and exciting endeavor! We will soon participate in the exclusive Disruptive Leadership Executive Program at Stetson University.

When completed, we'll bring back new skills, concepts, best practices, ideas, templates, and a plan to help us achieve our goal of becoming a truly customer engaged organization.

We look forward to sharing our learning with everyone in the company and working closely with you to reap the benefits. We encourage others to take this program. We can all learn together to help transform our entire company and raise the bar when it comes to disruptive leadership!

It would be great if you join us. To learn more - simply contact me!



Get others
pumped up



Share with Other Management

Tell your
peers!

Dear [your work colleague],

I've recently accepted a Board seat at Stetson University, to help advise and shape their Disruptive Leadership Executive Program.

I'm very excited about this opportunity and believe this world-class curriculum is an excellent fit for our firm. The course sessions, taught by leading practitioners, focus on solving real-world problems and provide best practices and solutions to implement immediately at our company.

I've attached a brochure about the program, along with an ROI toolkit that explains the benefits of attending. If you'd like more information, visit the program's website: <http://stetson.edu/dleadership>

This coursework will be a great value to you and your team!

Thanks for taking a few minutes to review this information. If you have any questions or would like additional details, please feel free to contact me at any time. I look forward to speaking with you soon and hearing your thoughts on the Disruptive Leadership Program at Stetson University.

Best Regards,

Chat & Celebrate

Talk about
your progress!

The [your department] Team Reimagines Disruptive Leadership!

Our customers deserve the very best, including understanding their needs and a customer-centric-innovation mindset. That's why the [Your department] Team is working hard to improve our Disruptive Leadership strategies. To ensure we're equipped to help us all raise the bar to the next level, the entire [your department] team has now completed the Disruptive Leadership Certificate Program at Stetson University!

As a direct result, they have already achieved several successes including, defining a Disruptive Leadership strategic vision, creating Disruptive Leadership goals and objectives, forming our first Strategic Disruptive Leadership Committee, and developing a framework for engaging Disruptive Leadership methodologies. They are on their way to revolutionizing the way we approach challenges across our organization. That's quite an achievement in six short months!

As [Your Name] stated, "We need to work hard every day to help promote a differentiated, competitive advantage to drive innovation and improve our customer's experiences to earn their trust and their business." The [your department] team is ready. Are you?



Gossip on Your Internal Web

Send Teasers

The [your department] team is off to the races in becoming more socially savvy. Read more on their department page...

Interested in learning how Disruptive Leadership aligns with our company strategy? Visit the [your department] page to see our last campaign metrics and our acquisition growth rates dashboard they developed as a result of the Stetson University, Disruptive Leadership program...

Want to know how the [your department] team is deploying their Disruptive Leadership skills to drive positive change within their business? Learn more by...

How do you use new techniques to collect and visualize data-driven actionable insights? Come to our next meeting to find out...

Culture isn't just for yogurt! Disruptive Leadership is where it's at – and our culture rocks! Join our upcoming contest...

Confess to the World...

[Your company] Works to Redefine Disruptive Leadership

PRESS RELEASE: The [your company] announced today that [your name and title] has joined the Leadership Board for the Disruptive Leadership Executive Program at Stetson University. "This is quite an honor," [your name] commented. "Overall, it is one more step in illustrating our commitment to creating an improved customer experience while strategically employing a systematic approach to business innovation. As a forward-thinking business, we embrace this concept. It's integral to our innovation, and we can't afford any blind spots."

[Add a section about you and your qualifications]

Through this newly appointed position on the Stetson University Disruptive Leadership Advisory Board, [your name] will provide input and leadership through classroom visits, forums and conferences, and by actively participating in student coaching opportunities. The Board supports attendees of the Stetson University, Disruptive Leadership Executive Program who are immersed in an intensive, collaborative and educational environment, learning to apply principles and techniques that drive positive changes within their organization and a competitive edge!



Reap brand
kudos



...Your Relationship with Stetson University



Add
relationship
quotes

[Press release continued]

As part of this announcement, [your company] revealed that all of their [your department] employees will attend this exclusive program. “Our obsession with Disruptive Leadership is not new,” stated [your name]. “However, our level of commitment by our entire staff is accelerating.”

“We are delighted to announce this renewed commitment to our customers,” said [your CEO / President]. “By ensuring our employees are well trained in Disruptive Leadership, we are transforming all corners of our organization. Ultimately, our customers will reap the benefits of being at the center of our focus.”

[Your name] confirmed, “Stetson University, has worked very closely with us, making their program available both in-person and online. It’s a great partnership and a privilege to serve on their Advisory Board.”

The Disruptive Leadership Certificate Program at Stetson University is an interdisciplinary curriculum designed to provide the skills and insights needed to move Disruptive Leadership initiatives forward within organizations. Quarterly classes are available in both 4-day in-person and 8-week online formats. Corporate programs are also available. Learn more at <http://stetson.edu/dleadership>

Chat via a Media Calendar

#SMM rocks! We're leading the way!

#PPC - why it's vital for #smallbiz sites

5 tips for a #disruptiveleadership

Paving the roads to #disruptiveleadership

Type of Disruptive Leadership News	Internal	Press Release	Twitter	Face Book	LinkedIn
Program Announcement	✓	✓	✓		✓
New DL Director	✓	✓			✓
Social Media Contest	✓		✓	✓	
LinkedIn Contest	✓		✓	✓	
New Personalized Offerings	✓	✓	✓	✓	✓
Conferences/Tradeshows	✓		✓	✓	✓
Feedback Action Taken	✓		✓	✓	✓
Employee SMM Awards	✓		✓	✓	
Video Testimonial	✓		✓	✓	✓
Case Study	✓		✓		✓
Blog Post	✓		✓		✓
Stetson University Executive	✓	✓		✓	✓



Let's talk!

Wow, I get it!

You made your
message heard!

Disruptive Leadership Certificate Program

Now, walk the talk.

Make the most of your Disruptive Leadership Program.
Keep the conversation flowing by registering employees at
Stetson University, TODAY!

<http://stetson.edu/dleadership>