Adapting to a Changing Aftermarket

LEADERSHIP DEVELOPMENT PROGRAM

Session I: August 6-11, 2017
Northwood University Campus • Sloan Family Building for Aftermarket Studies • Midland, Michigan

Session II: March 11-16, 2018
Raleigh, NC

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: Raleigh, NC

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, a member of the North Central Association (800-621-7440; higherlearningcommission.org) 17-9244 4.17
Leadership 2.0 nurtures the importance of understanding yourself as a leader in order to motivate and gain the most from your employees. Click “Course Calendar” and select “Leadership 2.0 – Session I.”

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 CEs

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.

Leadership 2.0 is open to any aftermarket professional in any market segment. The typical attendee has more than five years of aftermarket experience, but this is not a requirement. Participants are required to attend both the Fall and Spring Sessions. There will be an assigned group project that will be completed between Sessions I and II and presented to the class during Session II.

The course fee is $6,250 for both sessions and includes all meals, networking events, course materials and tuition. 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 one month’s notice - 50% refund; less than one month’s notice - no refund. Substitutions are accepted at any time with no penalty prior to the beginning of the first session. Participants who complete session I and not session II will not receive a refund or credit. Hotel reservations will be made for all participants by Northwood University, at its discounted group rate.

Any questions? Please call 800.551.2882.

LEADERSHIP 2.0
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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.

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

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Leadership 2.0 was the top team. 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.

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