

**THIS PROGRAM IS OPEN TO PUBLIC AND NONPROFIT  
LEADERS INTERESTED IN STRATEGY AND PUBLIC VALUE.**

Public and nonprofit leaders operate in complexity. Leaders are required to strategically manage diverse stakeholders, politics, service delivery systems, resources, advances in technology, competition, and new avenues for collaboration.

These demands require a new kind of leadership: One that positions executives as change agents who use strategy to create public value. The Ohio University Executive Leadership Institute (OUELI), presented by practitioners, thought leaders, and Ohio University faculty, equips leaders with tools and concepts on value, the heart of public and nonprofit organizations.

Through an interactive set of presentations, group activities and case studies, participants concentrate on four key areas:

- value creation – identify how to fulfill the organization’s mission in a manner that best meets public needs;
- political management – manage stakeholder expectations to ensure access to necessary resources and authority;
- operational capacity – acquire the capacity, skills and partners to successfully accomplish identified goals; and
- performance measurement – measure the organization’s performance and use data to advance strategy

**REGISTRATION + ACCOMMODATIONS**

**THREE WAYS TO REGISTER** Transmit registration form via:

- Fax: (740) 593-4393
- Mail: OUELI, Voinovich School of Leadership and Public Affairs, Ohio University, Building 21, The Ridges, Athens, Ohio 45701
- Online: [www.ohio.edu/executiveleadership](http://www.ohio.edu/executiveleadership)

**LOCATION** The program will be held April 21-23, 2010, at the Voinovich School of Leadership and Public Affairs, Ohio University, Building 21, The Ridges, Athens, Ohio.

**TUITION** \$795: Includes all instructional materials, continental breakfast, lunch and coffee breaks each day, one dinner, one reception and parking. Accommodations are additional. Ohio University Continuing Education Units are available.

**ACCOMMODATIONS** The official institute hotel is the Ohio University Inn, Athens, Ohio. Rates (per night, single or double) are \$89 plus tax. Please reference the OUELI room block for this program when reserving your room. For reservations, contact the hotel directly at (740) 593-6661.

**CANCELLATION POLICY** All cancellations must be made in writing. A full refund will be given up to two weeks prior to the course date. No refunds after that date; however, you may select a substitute up to one day before the course begins. Please notify OUELI staff by calling (740) 593-9381.

**FOR MORE INFORMATION**

PLEASE CALL (740) 593-9381 OR  
TOLL FREE (877) 625-1714 OR VISIT  
[WWW.OHIO.EDU/EXECUTIVELEADERSHIP](http://WWW.OHIO.EDU/EXECUTIVELEADERSHIP)  
OR CONTACT [OUELI@OHIO.EDU](mailto:OUELI@OHIO.EDU)

*The Ohio University Executive Leadership Institute, part of the Voinovich School of Leadership and Public Affairs, offers strategic leadership programs for public and nonprofit executives.*



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