

正向情商领导力课程：扬己所长

日期 / 语言 / 地点：2012 年待定，英语授课配汉语交替翻译，上海

课程费用：人民币 27,800 元

更多信息请访问： <http://exed.ceibs.edu>

课程主任致辞

尊敬的学员们：

情绪和心情对领导者的成功具有重要意义。领导者的心情会严重影响到下属的心情，进而对其他人员产生正面或负面影响。在组织中，人们往往会通过习得行为来掩饰自身的真情实感，可是，他们的情绪、心情和意识仍然会对他人产生影响，进而影响到领导者的领导效力。情绪可以是建设性的，也可以是破坏性的，这取决于多种因素，包括环境和目标。强有力的领导者知道如何解读和管理自身及他人的情绪，并最大限度地发挥正向情绪状态的作用。在本课程中，我们将剖析领导者的职能，并探讨哪些情绪会增强或削弱其领导效力。此外，我们还将学习如何理解并管理好自己及他人的情绪状态，与他人建立牢固的人脉关系，进而促进个人和组织绩效与成功。

期待着与你们共同探讨各种有关情商领导力的话题。

Schon Beechler
课程主任

本课程将从各种角度来考察情绪在领导力中所扮演的角色。领导者必须履行诸多职能——包括战略指导者、愿景树立者和团队建设者等。我们将考察情绪在这些以及其它领导职能中所具有的建设性和破坏性作用。

目标

本课程旨在考察情商如何成为有效领导力的强大动因，并帮助学员了解和发展自身的情商。学员将了解和研究如何将情商与有效的领导力相联系，并实践那些成为高情商领导者所必需的技能。所有学员都将接受360°情商评估，了解自身的优势和待发展领域，并有机会参与一对一的辅导和同侪辅导。课程的重点是向学员传授一些能够应用于个人和企业情境中的实用工具，以增进他们自身以及所属团队的绩效。

对象

本课程主要面向那些希望应用情商来创造一种情绪健康、富有成效的工作环境和组织文化、同时增进自身建立信任关系的能力的企业中高层管理人员。

受益

通过本课程的学习，学员将：

- 认知情商的界定特质
- 界定情商及其在领导力绩效中所扮演的角色
- 将基本的情商能力应用于工作和社交环境中
- 通过360°反馈了解自身的情商水平和运用情况
- 了解提高自身情商的方法
- 通过自我了解来建立同理心、辅导他人、化解冲突
- 了解情商对于全球领导力的重要意义
- 制定行动计划，将课堂所学应用于实际工作

课程内容

- 了解自身情绪及情商
- 领导他人：建立人脉关系
- 利用影响力领导他人

课程安排

第一天	了解自身情绪及情商
上午	<ul style="list-style-type: none">• 情商导论<ul style="list-style-type: none">- 何谓情商- 为何情商对有效的领导力如此重要• 影响与作用：作为一个领导者，为何对心情和意识的影响与对行为的影响有同等重要的“作用”• 非理性• 改变想法：心情、思维及神经可塑性。有意识地：<ul style="list-style-type: none">- 选择自己的心情- 管理自身对他人的影响- 影响他人的心情• 情绪<ul style="list-style-type: none">- 正面和负面情绪对自身及他人的影响

	<ul style="list-style-type: none"> 情商与有效领导力
下午	<ul style="list-style-type: none"> 情商领导力：自我了解 <ul style="list-style-type: none"> - 360°情商反馈 个别及同侪辅导：解读 360°反馈
第二天	领导他人：建立人脉关系
上午	<ul style="list-style-type: none"> 建立高品质人脉关系，让他人发挥最佳表现 <ul style="list-style-type: none"> - 关注，联系，反馈 同理心：体会他人心情的能力 <ul style="list-style-type: none"> - 敞开心扉，建立密切的同感沟通 - 正面同理心与负面同理心 情商领导力：自我管理 <ul style="list-style-type: none"> - 导致人们行为方式的原因 - 树立领导信心 - 利用心理资本来提高个人和组织绩效
下午	<ul style="list-style-type: none"> 情商领导力：社交意识与社交技能 <ul style="list-style-type: none"> - 管理自身心情：选择自身对“关键时刻”的回馈和反应方式 - 借助情商来建立和强化关系 - 发展团队的情商
晚间	个人和同侪辅导
第三天	利用影响力领导他人
上午	<ul style="list-style-type: none"> 跨情境和跨文化情商领导力 <ul style="list-style-type: none"> - 运用情商来了解和领导多元化的团队和组织 - 运用情商来发挥领导者的影响力 利用影响力领导他人：自我评估与行动计划 <ul style="list-style-type: none"> - 正面影响 - 激励他人 - 感动他人 - 体贴他人 - 真诚可靠
下午	<ul style="list-style-type: none"> 发展自身及他人的情商领导力：制定行动计划 <ul style="list-style-type: none"> - 制定一个旨在利用自身优势和/或解决自身发展需求的个人行动计划 - 制定一个旨在帮助你的团队及组织增强情商从而提升绩效的个人行动计划 课程结束

课程主任

Schon Beechler



中欧国际工商学院客座教授
杜克企业教育学院学术主任

教育背景：

美国密歇根大学，工商管理和社会学博士学位
美国奥伯林学院，社会学和人类学学士学位

教学/研究领域：

Beechler 教授现为杜克企业教育学院学术主任、中欧国际工商学院客座教授、西班牙 ESADE 商学院客座教授兼顾问、印度商学院客座教授。她获奥伯林学院社会学和人类学学士学位，获密歇根大学工商管理和社会学博士学位，是一位全球领导力和跨国企业管理专家。她曾在日本定居六年多，任一桥大学创新研究中心客座副教授。

1989-2006 年间，Beechler 教授执教于哥伦比亚大学商学院，任管理系副教授，主要教授 MBA、EMBA 和博士的学分课程。1994-2006 年间，她担任学院高级经理人课程（高层经理培训课程部的旗舰课程）的教务主任。2006 年，Beechler 教授加盟杜克企业教育学院，任学术主任。在 2010 之前，她还担任密歇根大学罗斯商学院高层经理培训班正向领导力课程的兼职教授及课程主任。

学术成就：

Beechler 教授的研究成果发表在众多领先的学术期刊上，包括《管理学会评论》、《管理学会学习与教育期刊》、《国际商业研究期刊》、《人力资源管理》和《国际管理期刊》等。此外，她的研究成果还被收录在一些书籍章节和业界期刊中。她撰写了两部有关日本企业管理的著作，并围绕日本企业管理与领导力主题定期撰写文章、提供咨询。

企业经验：

自 1991 年起，Beechler 教授在美国、澳亚地区和欧洲设计、指导并教授了大量公开课和公司特设课程。她还曾与众多客户展开合作，包括美敦力、安万特、日立、日本伊藤忠商事株式会社、Credit Agricole、通力电梯、麦格理银行、微软、德勤、Alston & Bird、纽约艺术学院、纽约市警察局、纽约市消防局等。

Beechler 教授还曾连续五年当选为管理学会国际管理分会执行委员会委员，并于 2004-2005 年间担任该分会主席。2006-2010 年间，她担任非营利性组织支教美国的咨询顾问。

Jan Elsner



中欧国际工商学院客座教授
高管教练、咨询师、教师和顾问

教学/研究领域:

Elsner 女士于 1983 年毕业于西澳大学，是一名注册心理师（心理学荣誉学士）。她已在伦敦居住两年，遍访各地，研究过临床心理学（西澳大学，硕士肄业），拥有烹饪专业资格（法式蓝带阿德莱德烹饪艺术学院）和“真实的幸福”教练课程（Martin Seligman 教授，宾夕法尼亚大学）毕业证书。

Elsner 女士的专业领域包括：女性领导力和女性高管的发展壮大；全球领导力和多元化的倡导；优势领导力（包括肯定式探询）；教练心理学等。

Elsner 女士担任澳大利亚 Positive Leadership 公司主管已有十余年，在澳大利亚积极倡导教练、优势、积极组织学、积极心理学以及肯定式探询的应用和教学，尤其是多元化和全球领导力的应用。她还担任凯斯西储大学维泽赫德管理学院客座教授，在澳大利亚讲授企业和社会积极变革肯定式探询学位课程。

Elsner 女士在澳大利亚曾与多位国内外知名的学界泰斗共事：Martin Seligman 教授和 Tal Ben Shahar 博士（积极心理学），Ron Fry 教授（肯定式探询），Schon Beechler 教授（积极组织学和全球领导力），Craig Hassed 博士（神经科学和正念）等。

学术成就:

2010 年，Elsner 女士带领澳大利亚代表团受邀参加在法国多维尔举办的世界女性经济与社会论坛，并参加了论坛在巴黎举行的活动。她一直是众多国际和澳大利亚本国学术会议、专业会议以及女性领导力会议的受邀演讲嘉宾，参加的会议包括：管理学会年会（蒙特利尔，2010 年）；积极心理学国际峰会（华盛顿，2006 年）；女性国际网络会议（巴塞罗那，2008 年；布拉格，2009 年；巴黎，2010 年）；澳大利亚公司董事协会（澳大利亚，2003 年）；女性企业领袖会议（澳大利亚，2003 年）。她还与 Martin Seligman 教授主办了国际积极心理学学会第一次国际会议（2006 年），被任命为两届（2008 年，2010 年）澳大利亚积极心理学年会顾问委员会成员。她还曾在欧洲积极心理学年会（葡萄牙布拉加，2006 年）和资优教育国际研讨会（澳大利亚，2003 年）上发言，并曾入选澳大利亚心理学学会教练心理学全国和各州委员会成员（2003 年和 2004 年）。

企业经历:

自 1997 年以来，Elsner 女士一直从事擅长领域的教练和顾问工作。她的客户包括：普华永道、IBM、铿晓设计咨询有限公司、澳新银行、澳大利亚国家银行集团、高盛、ASIC、Guild 集团、IAG、Stockland、澳大利亚社会福利部、DHS、伊索、澳大利亚邮政、Amcor、ATO、澳大利亚注册会计师协会、毕马威、波士顿咨询集团、Freehills、圣乔治银行等。

1996-1997 年间，Elsner 女士担任集团人力资源专员，专门负责最高领导人员和人才储备（澳新银行），1994-1995 年间，担任通用汽车（ASX 指数前 100 家公司）集团人力资源高管，此前从事过 6 年的高层管理咨询服务工作（永道会计师事务所、安永会计师事务所，1988-94 年间）。

Elsner 女士还是澳大利亚公司董事协会成员；管理学会成员；注册心理师（1986 年起）；澳大利亚心理学会成员。

Barbara Heilemann



中欧国际工商学院客座教授

教育背景:

澳大利亚墨尔本大学性别研究专业硕士学位

澳大利亚墨尔本商学院市场营销硕士学位

加拿大西蒙菲莎大学商科学士学位

教学/研究领域:

Heilemann 女士已在澳大利亚墨尔本莫纳什大学任教 10 年，教授本科生和研究生课程。目前，她教授一门三年级管理学选修课以及 MBA 课程中一门商业与经济学方面的主修课。她有丰富的与大公司及企业高管打交道的实际经验，在授课中注重理论联系实际。她还担任凯斯西储大学维泽赫德管理学院客座教授，在澳大利亚讲授企业和社会积极变革肯定式探询学位课程。

学术成就:

Heilemann 女士一直是众多国际会议和澳大利亚本国会议的受邀演讲嘉宾，2010 年出席了在蒙特利尔举行的管理学会年会，2010 年澳大利亚积极心理学会年会，连续三年（2008、2009 和 2010 年）出席了在欧洲举办的女性国际网络年会，带领澳大利亚代表团参加了 2010 年在法国多维尔举行的世界女性经济与社会论坛。她曾在 2008 年和 2010 年任职于澳大利亚积极心理学会年会顾问委员会。

企业经历:

Heilemann 女士是澳大利亚墨尔本 Positive Leadership 公司主管。在企业界浸淫 20 多年后，她从 2005 年开始担任高管教练。Barbara 曾是一名注册会计师，效力于普华永道和毕马威；曾是一名银行业者，效力于澳大利亚国家银行；还曾是一位市场营销战略家和研究者。她目前还在西区反性侵犯中心（一家政府非盈利机构）任财务主管，并任职于该中心董事会。

Heilemann 女士所采用的教练方法、所开展的企业咨询和教学活动注重学术严谨性，并以积极组织学、肯定式探询、积极心理学、全球领导力和最新的神经科学等领域知识为基础。她曾受教于这些领域的专家，包括 Tal Ben Shahar 博士（哈佛）、Craig Hassed 博士（莫纳什）、Ron Fry（凯斯西储）和 Schon Beechler 博士（杜克企业教育学院）。

Heilemann 女士的客户包括普华永道、澳大利亚国家银行、澳新银行、毕马威、Stockland、IAG、波士顿咨询集团、注册执业会计师协会、Freehills、IBM、澳大利亚人力资源部和 铿晓设计咨询有限公司（Hassell）。

日期 / 语言 / 地点

2012 年 / 英语授课配汉语交替翻译 / 上海（上海市浦东红枫路 699 号中欧国际工商学院）

申请程序

申请者可以通过以下两种方式申请课程：

- 在线申请。请登陆中欧高层经理培训课程网站 <http://exed.ceibs.edu>，选定您想要申请的课程，点击在线

申请即可进行课程申请。

- 您可以致电中欧客户服务小组索取课程申请表，填写完整之后传真、电子邮件或邮寄至中欧客户服务小组即可完成课程申请。

课程申请必须在开课前 20 日前完成。所有申请根据先后顺序进行审核，席位以中欧最终确认为准。开课前 20 日内收到的申请视具体情况而定。如需咨询详情，请联络我院设于上海、北京和深圳的客户服务小组。

收费

整个课程费用为人民币 27,800 元，包括学费、案例使用费、午餐费、资料费、文具费、其他相关材料费，以及口译和笔译费用（如有需要）。课程费用应在开课前 15 日前全部缴清。开课前 15 日内提出申请时需立即付费。

撤销席位

开课前 15 日（含第 15 日）之前取消课程，将退还全部学费，因为退款所发生的费用由学员/学员企业承担。在开课前 15 日之内取消课程，将收取应付学费总额的 20%。开课后，学员因任何原因自行退出学习，学费概不退还。

联系我们

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Positive Emotional Intelligence: Leading from Your Strengths

Date / Language / Venue: 2012, English with sequential Chinese interpretation, Shanghai

Fee: RMB27,800

For more information, please visit <http://exed.ceibs.edu>

Letter from the Programme Director

Dear participants,

Our emotions and state of mind are critically important to our success as a leader. A leader's state of mind has significant impact on the state of mind of their subordinates, infecting people positively or negatively. People often mask their real emotions with learned behaviours, but their emotions, moods and mindset still impact others and influence a leader's effectiveness. Emotions can be constructive or destructive, positive or negative, depending on many factors, including the context and the goals. High impact leaders know how to read and manage emotions and maximise positive emotional states for themselves and others. In this programme, we examine the functions of a leader and how specific emotions are likely to enhance or diminish a leader's effectiveness. You will learn how to understand and manage emotional states in yourself and others, and to build strong connections with people that positively impact performance and success.

I look forward to exploring emotionally intelligent leadership with you.

Schon Beechler
Programme Director

This programme will examine the role of emotions in leadership from a variety of perspectives. Leaders are called upon to perform many functions, including strategist, coach, visionary and team builder. In this programme, we will examine the constructive and destructive role of emotions in these and other leadership functions.

Objective

This course examines how emotional intelligence is a powerful driver of effective leadership and helps participants understand and build their own and others' emotional intelligence. Participants will understand the research linking emotional intelligence and effective leadership and practice the skills necessary to be an emotionally-intelligent leader. All participants will take a 360° emotional intelligence assessment, learn their areas of strength and development opportunities, and have the opportunity to engage in one-on-one and peer coaching. The programme emphasizes practical tools that participants can apply to their personal and business contexts to enhance their own, and their teams' performance.

Who Should Attend

Senior managers who wish to refresh their leadership skills and want to apply emotional intelligence to create an emotionally healthy, productive workplace and organisational culture, as well as enhance their ability to form trusting relationships.

Programme Benefits

Participants in this programme will:

- Recognise the defining qualities of emotional intelligence
- Define emotional intelligence and the role that it plays in leadership performance
- Apply basic emotional intelligence competencies in work and social settings
- Understand their level and use of emotional intelligence through 360° feedback
- Learn ways to enhance their emotional intelligence
- Utilise self-awareness to build empathy, influence, coach others, and resolve conflict
- Understand the importance of emotional intelligence to global leadership
- Apply an action plan to apply their learning back at work

Programme Coverage

- Knowing Your Mind and Your Emotional Intelligence
- Leading Others: Creating Connections
- Leading with Impact and Influence

Programme schedule

Day 1	Knowing Your Mind and Your Emotional Intelligence
morning	<ul style="list-style-type: none"> • Introduction to emotional intelligence <ul style="list-style-type: none"> – What is emotional intelligence – Why emotional intelligence is important to effective leadership • Affect and effect: why 'affect' (mood and thoughts) is as significant as behaviour in creating 'effect' as a leader • Irrationality • Changing minds: the mind, the brain and the wonders of neuroplasticity. Consciously: <ul style="list-style-type: none"> – Choosing our own state of mind – Managing our impact on others – Influencing the state of mind of others

	<ul style="list-style-type: none"> Emotions <ul style="list-style-type: none"> The impact of positive and negative emotions on ourselves and others Emotional intelligence and effective leadership
afternoon	<ul style="list-style-type: none"> Leading with emotional intelligence: understanding yourself <ul style="list-style-type: none"> 360° emotional intelligence feedback Individual and peer coaching to interpret the 360° feedback
Day 2	Leading Others: Creating Connections
morning	<ul style="list-style-type: none"> Building high quality connections to bring out the best in others <ul style="list-style-type: none"> Attention, connection and reaction Empathy: the value of feeling people's state of mind <ul style="list-style-type: none"> Opening minds to create strong empathic connections Empathy on the positive vs empathy on the negative Leading with emotional intelligence: managing yourself <ul style="list-style-type: none"> Why people behave the way they do Building confidence as a leader Use psychological capital to enhance personal and organisational performance
afternoon	<ul style="list-style-type: none"> Leading with emotional intelligence: social awareness and social skills <ul style="list-style-type: none"> Manage your mind: choosing your reactions and responses with 'mindful moments' Build and strengthen relationships through emotional intelligence Build the emotional intelligence of teams
evening	Individual and peer coaching
Day 3	Leading with Impact and Influence
morning	<ul style="list-style-type: none"> Leading with emotional intelligence across contexts, cultures and difference <ul style="list-style-type: none"> Understand and lead across diversity using emotional intelligence Leading with influence using emotional intelligence Leading with impact: self evaluation and action plan <ul style="list-style-type: none"> Positive impact Inspiring others Touching people Compassion for others Authenticity
afternoon	<ul style="list-style-type: none"> Developing emotional intelligence in yourself and others: action planning <ul style="list-style-type: none"> Create a personal action plan to leverage your strengths and/or address your development needs Create a personal action plan to help your team and your organisation perform at a higher level by being more emotionally intelligent Programme close

Programme Director

Schon Beechler



Visiting Professor, CEIBS
Academic Director of Duke Corporate Education

EDUCATIONAL BACKGROUND:

Ph.D. in Business Administration and Sociology, the University of Michigan, U.S.A.

B.A. in Sociology and Anthropology, Oberlin College, U.S.A.

TEACHING/RESEARCH INTERESTS:

Professor Beechler is currently Academic Director, Duke Corporate Education; Adjunct Professor, China Europe International Business School; Visiting Faculty and Consultant, ESADE Business School, Spain; and Visiting Faculty at the Indian School of Business, Hyderabad, India. She received her undergraduate degree with high honors in Sociology and Anthropology from Oberlin College and earned a joint PhD in Business Administration and Sociology from the University of Michigan. She is a specialist in global leadership and the management of multinational corporations. She lived in Japan for over six years and was Visiting Associate Professor at the Centre for Innovation Research at Hitotsubashi University.

From 1989 until 2006, Professor Beechler served as faculty member, Columbia Business School, where she held the title of Associate Professor of Management and taught credit courses in the MBA, Executive MBA and PhD programmes. She also served as Faculty Director of the Columbia Senior Executive programme, Columbia's flagship senior executive programmes from 1994 until 2006. In 2006, she joined Duke Corporate Education as Executive Director and The University of Michigan as Adjunct Faculty and Director of Positive Leadership programme in Executive Education at the Stephen M. Ross School of Business, a position she held until 2010.

ACADEMIC ACHIEVEMENTS:

Professor Beechler has published a number of articles on her work that have appeared in leading academic journals, including the *Academy of Management Review*, *Academy of Management Learning and Education Journal*, the *Journal of International Business Studies*, *Human Resource Management*, and the *Journal of International Management*. In addition to academic journal publications, her research has also been published in book chapters and practitioner-oriented journals. She has authored two books on Japanese management and regularly writes and consults on the topic of Japanese management and leadership.

CORPORATE EXPERIENCES:

Since 1991 Professor Beechler has designed, directed, and taught in numerous open enrollment and custom programmes in the United States, Austral-Asia, and Europe. She has worked with clients such as Medtronic, Aventis, Hitachi, Iberdrola, Itochu, Credit Agricole, Kone, Macquarie Capital, Microsoft, Deloitte Touche Tohmatsu, Alston and Bird, the Arts Institute of New York, New York Police Department, and the Fire Department of New York.

Professor Beechler was also elected to the Executive Committee of the International Management Division, Academy of Management for five years, serving as Chair of the Division from 2004 until 2005 and worked as a pro bono consultant with

Synergos, Save the Children and Teach for America between 2006 and 2010.

Jan Elsner



Visiting Professor, CEIBS
Executive Coach, Advisor, Teacher and Consultant

TEACHING/RESEARCH INTERESTS:

Ms Elsner is a Registered Psychologist, graduating from University of Western Australia (B.Sc Hons, Psych) in 1983. She has lived in London for 2 years, travelled extensively, studied Clinical Psychology (UWA, incomplete Masters), and holds a Professional Certificate in Gastronomy, (Le Cordon Bleu and Adelaide University), and a Diploma of Graduation, Authentic Happiness Coaching Program (Martin Seligman, U. Penn).

Ms Elsner specializes in the areas of: Women's Leadership and building a critical mass of senior women; Global leadership and the sponsorship of diversity; Strengths-Based Leadership, including Appreciative Inquiry; Coaching Psychology

Ms Elsner has been a Director of Positive Leadership, Australia for over 10 years and has pioneered the application and teaching of Coaching, Strengths, Positive Organizational Scholarship, Positive Psychology and Appreciative Inquiry in Australia, specifically with application to diversity and Global Leadership and Diversity. Jan is adjunct faculty on the Certificate for Appreciative Inquiry Certificate in Positive Business and Society Change for Case Western Reserve University, Weatherhead School of Business, in Australia.

Ms Elsner has hosted and taught in Australia with local and international thought leading academics: Prof. Martin Seligman and Dr Tal Ben Shahar (Positive Psychology), Prof Ron Fry (Appreciative Inquiry), Prof Schon Beechler (Positive Organizational Scholarship and Global Leadership) and Dr Craig Hassed (Neuroscience and Mindfulness).

ACADEMIC ACHIEVEMENTS:

In 2010 Ms Elsner led an invited Australian delegation to the Women's Forum for the Economy and Society in Deauville, France, and presented in Paris for the Forum. Jan and has been an invited and selected speaker at numerous International and Australian Academic, Professional and Women's Leadership conferences (Academy of Management, Montreal, 2010; International Positive Psychology Summit (Washington, 2006); WIN (Women's International Network) Conference: Barcelona 2008, Prague 2009, Paris 2010; the Australian Institute of Company Directors (Australia, 2003), Women Chiefs of Enterprise (Australia 2003), hosted the initial international meeting to launch the International Positive Psychology Association (IPPA) with Prof. Martin Seligman (2006), and been appointed to the Advisory Committees of the two Australian Positive Psychology Conferences (2008, 2010). She has also spoken at the European Positive Psychology Conference (Braga, Portugal 2006), the World Conference on Gifted Education (Australia, 2003), and been on the Australian Psychological Society inaugural National and State Committees for Coaching Psychology (2003/4).

CORPORATE EXPERIENCE:

Since 1997 Ms Elsner has coached and consulted in her own businesses. Clients include: Pricewaterhouse Coopers, IBM, Hassell, ANZ, NAB Group, Goldman Sachs, ASIC, Guild Group, IAG, Stockland, Centrelink, DHS, Cardno-Acil, Aesop, Australia Post, Amcor, ATO, CPA Australia, KPMG, BCG, Freehills, St George Bank.

From 1996-7 Ms Elsner held a Group HR specialist role focused on top bench leadership and talent (ANZ Bank) and from

1994-5 a Group GM HR executive role (ASX top 100 Group,) preceded by 6 years senior level Management Consulting (Coopers & Lybrand, Ernst & Young, 1988-94).

Ms Elsner is: Member of the Australian Institute of Company Directors; Member Academy of Management; Registered Psychologist since 1986; Associate Member of the Australian Psychological Society.

Barbara Heilemann



Visiting Professor, CEIBS

EDUCATIONAL BACKGROUND:

M.A. in Gender Studies, University of Melbourne, Australia
Masters of Marketing, Melbourne Business School, Australia
Bachelor of Business, Simon Fraser University, Canada

TEACHING/RESEARCH INTERESTS:

Ms Heilemann has lectured at Monash University, Melbourne Australia for 10 years to Undergraduate and Post Graduate Students. Barbara currently teaches a popular third year elective in Management and an MBA subject in the Business and Economics Faculty. Her courses combine theory with real world application based on her work with Executives and large Corporations. Barbara has also taught as adjunct faculty on the Case Western Reserve University, Weatherhead School of Business, Certificate for Appreciative Inquiry Certificate in Positive Business and Society Change in Australia.

ACADEMIC ACHIEVEMENTS:

Ms Heilemann has been a selected and invited speaker at numerous international and Australian conferences, and has in 2010 presented at the Academy of Management international meeting in Montreal, the Australian Positive Psychology Conference in 2010 and the Women's International Networking Conference in Europe in 2008, 2009 and 2010, led an Australian Delegation to the Women's Forum for the Economy and Society in Deauville, France in 2010. She has been on the Australian Positive Psychology Conference Advisory Committee in 2008 and 2010.

CORPORATE EXPERIENCE:

Ms Heilemann is a Director of Positive Leadership, based in Melbourne, Australia. She has been practicing as an Executive Coach since 2005, after over 20 years in the corporate sector. Barbara's background is as a Chartered Accountant, with PWC and KPMG, a Banker, with NAB and a Marketing Strategist and Researcher. Barbara holds a board position as Treasurer for West CASA (Centre Against Sexual Assault), a government not-for-profit agency

The foundations for Ms Heilemann's coaching approach, corporate advisory and teaching are steeped in academic rigour and are based in the fields of Positive Organisational Scholarship, Appreciative Inquiry, Positive Psychology, Global Leadership and the latest neuroscience. She has been taught by and presented with the experts in these fields including Dr Tal Ben Shahr, Harvard, Dr Craig Hassed, Monash, Dr Ron Fry, Case Western Reserve and Dr Schon Beechler, Duke Corporate Education.

Ms Heilemann's clients include PricewaterhouseCoopers, National Australia Bank, ANZ Bank, KPMG, Stockland, IAG, Boston

Consulting Group, Institute of Certified Practicing Accountants, Freehills, IBM, Department of Human Services, and Hassell.

Date/Language/Venue

TBD, 2012 / English with sequential Chinese interpretation / Shanghai (CEIBS Shanghai campus, 699 Hongfeng Road, Pudong, Shanghai)

Admissions Procedures

Applicants can apply for the programme in either form:

- Online application: Please visit the CEIBS Executive Education website <http://exed.ceibs.edu>, select the programme you want to take, and click “**Apply Now**” to apply for the programme; or
- Please call the CEIBS Customer Service Team for a printed Application Form, then fill in the form and send it to the CEIBS Customer Service Team by fax, email or mail.

Applications are requested 20 days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on a space-available basis. For more information, please contact our customer service team in Shanghai, Beijing or Shenzhen.

Fee

The cost of the programme is RMB27,800, which includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 15 days before the start of the programme. Applications made within 15 days of the start of a programme require immediate payment.

Cancellations

Any cancellation made 15 days or more prior to the programme start date is eligible for a full refund of programme fees paid. However, the expenses arising therefrom shall be for the account of the applicant or his/her employer. Any cancellation made less than 15 days prior to the programme start date shall be subject to a fee of 20 percent of total programme fees. After the programme starts, no fees shall be refunded for participants who withdraw from the programme for any reason.

Contact Information

Customer Service Team	Customer Service Team	Customer Service Team
Executive Education Department	CEIBS Beijing Campus	CEIBS Shenzhen Representative
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