

College of Business

Southern University Leadership Forum *“Strategic Leadership in Times of Crisis”*



Short Course on Leadership Development:

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- ❖ This strategic leadership program will not only develop your leadership skills with a focus on crisis situations, but will also teach participants how to engage partners enterprise-wide to leverage cross-functional capabilities in your response efforts, stimulate innovative thinking in challenging times, and ensure your organization’s resiliency. As an example the COVID-19 pandemic is one of the direst public health crisis the global population has faced in recent times.
- ❖ Seven-week online course from September 28, 2020—November 9, 2020, 6:00pm—9:00pm.
- ❖ Presenters include Ambassador James A. Joseph, Lt. Gen. Russel L. Honore’ (Ret.), Dr. John S. Butler, and Dr. Ronald Jackson.
- ❖ \$100.00 registration fee payable at www.subruniversitycenter.org
- ❖ Scholarships available to qualifying individuals and organizations.
- ❖ Technical assistance available to qualifying organizations to aid in recovery efforts and plan for future crises.
- ❖ Certificate of Completion from the Southern University College of Business upon successful course completion.
- ❖ University Center for Economic and Entrepreneurial Development
Southern University Baton Rouge 225.921.3890

**Please Advance to Next Slides on Course Description and
Presenter Bios**

Short Course Description

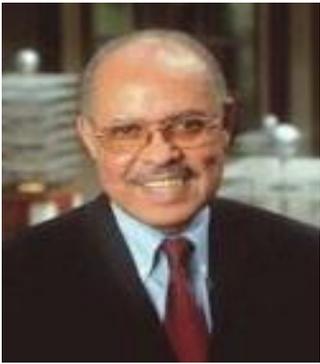
The COVID-19 pandemic is the greatest public health crisis the global population has faced in recent times. Organizational leaders are facing unprecedented pressure to effectively oversee response efforts, provide appropriate care – often with limited resources, support anxious and overstretched staff, and help prove their organization’s resiliency.

To that end, being an effective leader during a crisis requires engaging stakeholders across the organization and often influencing people whom you may have no formal authority. As a crisis leader, you need conflict resolution and negotiation skills to build stakeholder buy-in up, down, across, and even beyond your organization. This strategic leader crisis program will not only develop your leadership skills with a focus on crisis situations like the COVID-19 pandemic, but it will also teach participants how to engage partners enterprise-wide to leverage cross-functional capabilities in your response efforts, stimulate innovative thinking in challenging times, and ensure your organization’s resiliency.

Over seven sessions, using real-world case studies, lectures, and small group discussions, facilitators will guide participants through a variety of concepts and scenarios examining practical challenges ranging over public and private sector leadership problems and dilemmas such as natural disasters, business ethics and moral dilemmas to emergent infectious disease to reputation threatening organizational incidents.

Upon completion of this course, participants will be able to:

- ♣ Diagnose and understand a crisis event or situation such as business ethical decisions
- ♣ Understand the role leaders play in crafting and executing appropriate responses and preparing organizations in advance of a crisis
- ♣ Develop the necessary skills leaders need for working decisively in the highly concentrated timeframe of an emergency while maintaining a focus on managing and motivating a team
- ♣ Recognize critical distinctions between different types of crises
- ♣ Foster situational awareness
- ♣ Understand and manage both policy and operational concerns
- ♣ Ensure appropriate accountability both during and after crisis events
- ♣ Understand the dynamics of emergencies overall and what differentiates crisis situations from routine emergencies
- ♣ Manage the transition from immediate response to long-term recovery

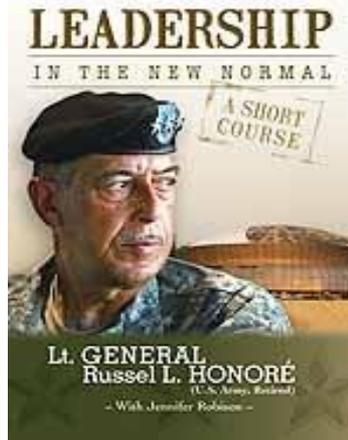


James A. Joseph

Former United States Ambassador to South Africa James Alfred Joseph graduated from Southern University where he served as class president, president of the Baptist Club and as the debate team champion. He graduated with his B.A. degree in political science and social studies. Joseph received his master's degree in Divinity from Yale University. At Yale, Joseph became active in civil rights protests and marches while serving in the ROTC in a non-combatant unit.

In 1963, Joseph began his academic career at Stillman College while working as a civil rights organizer. As an ordained minister, Joseph also taught at Yale Divinity School and the Claremont Colleges, where he served as University Chaplain. In 1971, Joseph left academia and was hired as Vice President of Cummins Engine Company. He also served as president of the Cummins Engine Foundation. After five years in corporate philanthropy, Joseph moved to government in 1977 when he was appointed Under Secretary for the Department of the Interior under President Jimmy Carter. In 1982, Joseph returned to philanthropy as the president and chief executive officer of the Council on Foundations, an international organization comprised of more than 2,000 foundations, where he served until 1995. During this time, President Ronald Reagan appointed Joseph to the Advisory Committee to the Agency for International Development, and in 1985, he was named a Distinguished Visitor at Nuffield College at Oxford University.

In 1996, Joseph joined the ambassadorial ranks when was named United States Ambassador to South Africa under President Bill Clinton where he would serve until 2000. As such, he was the first ambassador to present credentials to President Nelson Mandela. Joseph was awarded the Order of Good Hope by South African President Thabo Mbeki. Joseph continues to speak publicly about a variety of civic, religious and academic issues and is the author of *The Charitable Impulse* and *Remaking America*. After Hurricane Katrina decimated New Orleans and Joseph's home-state of Louisiana, Governor Kathleen Blanco named Joseph the Chairman of the newly formed Louisiana Disaster Recovery Foundation. Joseph is also the founder of the United States-Southern Africa Center for Leadership and Public Values at Duke University and the University of Cape Town.



Russel Honoré

LT. General Russel L. Honoré, US Army (Ret), was widely hailed by the media as the Category 5 General who led Task Force Katrina in the aftermath of the devastating hurricanes that struck the Gulf Coast in the summer of 2005. General Honoré is currently a Senior Scientist with The Gallup Organization, where he is working on developing questions to determine levels of preparedness, and a CNN Preparedness Contributor.

My Next Mission: After more than 37 years of uniformed service to the U.S. Army and our nation, I will spend the second half of my life committed to a new mission: Creating a “Culture of Preparedness” in America. Every effort I take, whether it is this new Web site, public speaking/lectures, fund-raisers, or the books I have written or will write, will be committed to this cause.

The urgent need for this movement is one of the lessons I learned through personal experiences during my last few years in the Army. The U.S. had a Culture of Preparedness during the 1960s, when every home, government agency and institution did something to prepare in the event of a nuclear attack from the former Soviet bloc. Once that threat was all but gone, we abandoned our readiness.

During this post-9/11 and Hurricane Katrina era, there has been more emphasis placed on government/FEMA preparedness, but the vast majority of Americans have not grabbed onto the need to be prepared at home and at work for potential disasters. One of the harshest lessons learned from recent disasters, especially Katrina, is that you are your own first responder.



John Butler

John Sibley Butler holds the J. Marion West Chair for Constructive Capitalism in the Graduate School of Business (Department of Management). He is a professor in the Management Department and holds a joint appointment in Organizational Behavior in the College of Liberal Arts, where he holds the Darrell K. Royal Regents Professorship in Ethics and American Society (Sociology). His research is in the areas of Organizational Behavior and Entrepreneurship/New Ventures. His research appears in professional journals and books. He is the Sam Barshop Fellow at The IC2 Institute, an organization dedicated to the creation of new ventures throughout the world. For the last seven years, Professor Butler has occupied the Distinguished Visiting Professor position at Aoyama Gakuin University in Tokyo, Japan, where he lectured on new venture start-ups and general entrepreneurship. This past year, he was named as a distinguished Libra Professorship at The University of Southern Maine. Professor Butler has served as a consultant for many firms and the U.S. Military. At this time, he is Management Consultant for State Farm Insurance Companies, with Corporate Headquarters in Bloomington, Illinois. In this connection, he has given lectures on general management issues of corporate America. He is also one of the distinguished professors who composed the Economic Advisory Team of Governor George Bush's 2000 Presidential Campaign.

His books include *Entrepreneurship and Self-Help Among Black America: A Reconsideration of Race and Economics*; *All That We Can Be: Black Leadership and Racial Integration the Army Way* (with Charles C. Moskos – Winner of the Washington Monthly Best Book Award); *Immigrant and Minority Entrepreneurship: The Continuous Rebirth of American Communities* (with George Kozmetsky, forthcoming); and, *Forgotten Citations: Studies in Community, Entrepreneurship, and Self-Help Among Black-Americans* (with Patricia Gene Greene and Margaret Johnson, forthcoming). Professor Butler received his undergraduate education from Louisiana State University in Baton Rouge and his Ph.D. from Northwestern University in Evanston, Illinois.