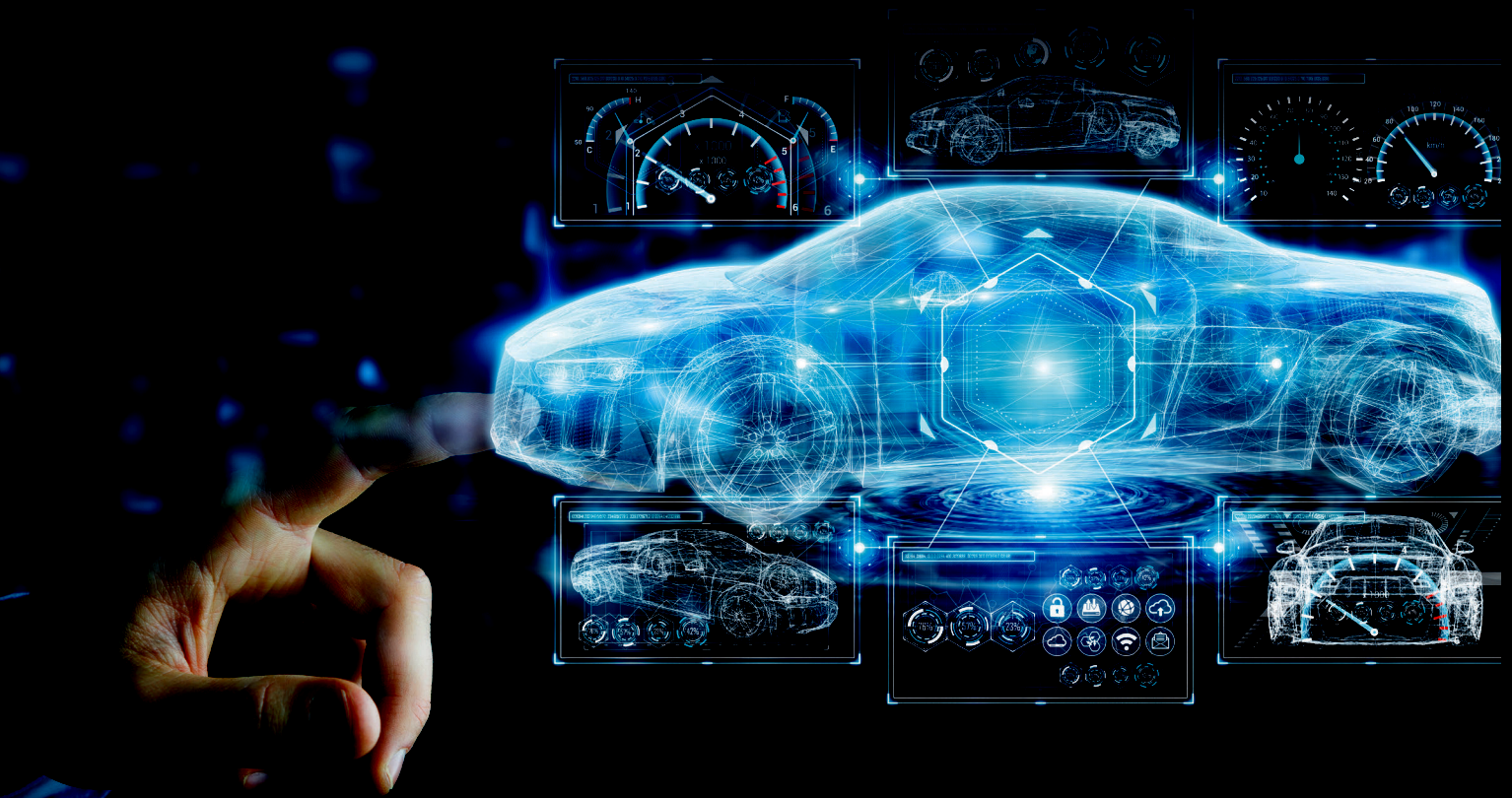


LEADERSHIP 20

Adapting to a Changing Aftermarket



LEADERSHIP DEVELOPMENT PROGRAM

Session I: August 22-27, 2021

Northwood University Campus • Sloan Family Building for Aftermarket Studies • Midland, MI

Session II: March 20-25, 2022

Raleigh, NC

LEADERSHIP 2.0

Adapting to a Changing Aftermarket

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.

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 CEUs

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 Session I August 22-27, 2021

Pre-work: Leadership-related reading assignments
Northwood University
Midland, MI

Sunday:

- Arrive on Northwood Campus by 6:00 p.m.
- Welcome Reception & Dinner
- Aftermarket Guest Speaker

Monday:

- Aftermarket Current Events Roundtable
- Lecture & Discussion: Intreprenurship/ Entrepreneurship & Global Competition
- Group Project: Defining your Leadership Role in the Aftermarket
- Team Project Assignments
- Class Dinner & Networking

Tuesday:

- Aftermarket Case Study: Managing Personalities
- Meyers-Briggs Test
- Lecture: Leadership Styles
- Aftermarket Guest Lecturer: Team Management
- Class Dinner & Networking

Wednesday:

- Aftermarket Data Analysis
- Competitive Strategy: Analysis & Case Studies
- Developing Your Organization's Unique Strategy
- Strategy Building Exercise
- Business Writing & Communication
- Class Dinner & Networking

Thursday:

- Aftermarket Case Study
- Presentation Skills for Leaders
- Leadership & Strategic Change
- Class Discussion: Aftermarket Current Events
- Mentoring & Leadership
- Team Projects: The Next Steps
- Class Dinner & Networking

Friday:

- Departures

Leadership 2.0 Session II March 20-25, 2022

Pre-work: Leadership-related reading assignments
Location: Raleigh, NC

Sunday:

- Arrive at destination by 6:00 p.m.
- Welcome Reception & Dinner
- Aftermarket Guest Speaker

Monday:

- Welcome Back!
- Class Discussion: Aftermarket Current Events
- Group Activity: Organization, Leadership, and Groups
- Conflict Management
- Business Ethics for Leaders
- Class Dinner & Networking

Tuesday:

- Aftermarket Guest Speaker
- Negotiation Skills for Leaders
- Strategic Management: Risk & Rewards
- Case Study & Group Activity: Taking the Wrong Path
- Class Dinner & Networking

Wednesday:

- Aftermarket Supply Chain Topics
- Six Sigma Theory & Application
- Team Project Preparation & Practice

Thursday:

- Aftermarket Case Study
- Team Project Presentations
- Good Decisions/Bad Outcomes: Why Groups Make Wrong Decisions in the Workplace
- Coaching & Mentoring
- Announcement of Winning Team
- Graduation
- Class Dinner & Networking

Friday:

- Departures

The Team Project

One of the long-standing traditions of Leadership 2.0 has been the team project. 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.

“ Leadership 2.0 nurtures the importance of understanding yourself as a leader in order to motivate and gain the most from your subordinates as well as your peers and superiors. You will review case studies and articles from national and international experts on Leadership and Strategy and engage in thought-provoking discussions with the professors and your classmates. ”

–Tom Piper
Sanel NAPA

“ This class taught me a lot about leadership, but the relationships will last throughout my aftermarket career. The talent in the class made me realize that the industry is indeed in good hands. ”

–Nicholas Budka
Tenneco

LEADERSHIP 2.0

Adapting to a Changing Aftermarket

Registration Deadline: July 15, 2021

\$6,350 per person • 7.0 CEUs

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.

To register, please visit www.universityoftheaftermarket.com. Click “Course Calendar” and select “Leadership 2.0 – Session I.” Complete the reservation form and our staff will contact you to arrange payment. There is no need to register for Session II.

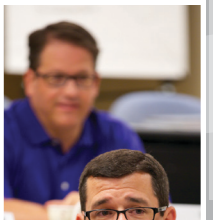
The course fee is \$6,350 for both sessions and includes all meals, networking events, course materials and tuition. Registration is finalized upon receipt of payment. Checks payable to Northwood University must be U.S. currency. In cases where cancellation is necessary, tuition will be refunded according 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.



2018/2019 Leadership 2.0 Class



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

Session II will be held in Raleigh, NC, near the headquarters of the Automotive Aftermarket Suppliers Association.

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. 21-1957 rev. 4.21



UNIVERSITY
OF THE
AFTERMARKET

NORTHWOOD UNIVERSITY

4000 Whiting Drive • Midland, MI 48640-2398
Phone: 800.551.2882 • Fax: 989.837.4439

