



CREW Network 2019 Leadership Certificate

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Real Estate Capital


Make 2019 the year to transform your career! Secure your seat in the CREW Network Leadership Certificate program, featuring year-long specialized leadership development, industry training and mentorship.

In commercial real estate, building your credentials is your job. Invest in your career and your future through the CREW Network Leadership Certificate Program. Leverage what you've got with what this program gives you. You'll walk away with the skills and confidence to make the career moves and business deals you want.

By participating in this program, you will be exposed to extraordinary academic content coupled with mentors who are familiar with the challenges in the commercial real estate work environment—and you will earn a recognized industry credential that demonstrates the skills and knowledge needed to lead in CRE.

Program Features

- Expert instructors that teach leading principles in leadership, organizational management and negotiations.
- A small group setting that enables discussion and exchange to enhance the learning process.
- Industry networking opportunities to build your business connections throughout the program.
- Knowledge and content that increases your business capabilities, leadership skills and management tools.

Become the leader that you want to be. Fully realize your potential as you learn with peers from leading experts who will provide you with the tactics, resources and tools to make your next career move.



2018 Leadership Certificate Program

2019 PROGRAM SCHEDULE

SESSION 1

Leadership Presence

February 12-13, 2019
New Orleans, La.

TUESDAY EVENING, FEB. 12

Welcome Networking Reception, 6–7 p.m.

WEDNESDAY, FEB. 13

Program, 8 a.m. – 5 p.m.



Rob Salafia

Lecturer, Executive Education,
Massachusetts Institute of Technology

Leadership instructor **Rob Salafia** will use experiential teaching techniques to engage participants in learning executive leadership skills, how trust creates connections and language creates influence. Salafia believes in helping individuals lead from your best self. He is a member of the Executive Education coaching cadres for MIT's Sloan Fellows, AMP and EMBA Programs and has worked closely with many Fortune 500 companies.

Course Content: In this session, you will increase your confidence and find your voice to build and enhance your ability to connect and influence your team, organization and clients. Session outcomes will include:

- Build your authentic presentation style
- Elevate your executive voice and presence
- Enable you to create connections and trust to become influential

SESSION 2

Leadership Connection

June 4-5, 2019
Kansas City, Mo.

TUESDAY EVENING, JUNE 4

Welcome Networking Reception, 6–7 p.m.

WEDNESDAY, JUNE 5

Program, 8 a.m. – 5 p.m.



Gloria Schuck, Ph.D.

Lecturer, Massachusetts Institute of Technology, Sloan School of Management and Department of Urban Studies and Planning

Dr. Schuck has taught management, organization theory and leadership at MIT's Center for Real Estate for 32 years. Also, she is a coach to executives in the public and private sectors, ranging from Fortune 100 companies to entrepreneurial startups.

Course Content: In this session you will acquire a deeper understanding of leadership and your on-going development. You will increase your self-awareness, and learn the importance of making authentic connections with people's hearts and minds. You will:

- Reflect on your leadership style
- Recognize the unconscious signals you send
- Examine the mindsets that drive your behavior
- Create goals to develop your leadership capabilities

SESSION 3

Leadership Negotiations

September 23-24, 2019
Orlando, Fla.

MONDAY EVENING, SEPT. 23

Welcome Networking Reception, 6–7 p.m.

TUESDAY, SEPT. 24

Program, 8 a.m. – 5 p.m.



Guhan Subramanian

Distinguished Professor at
Harvard Law & Business

Subramanian is recognized as the authority on business negotiations having been in major public company deals such as Oracle's \$10 billion hostile takeover bid for PeopleSoft and Cox Enterprises \$9 billion freeze out of the minority shareholders in Cox Communications. He has been involved in extensive negotiations with major commercial real estate companies throughout the world. He is the author of *Dealmaking: The New Strategy of Negotiations*.

Course Content: Subramanian will engage participants in a deep dive in the art of negotiation teaching them tactics and insights to help them develop the acumen to negotiate in any circumstance, including:

- Managing the physical environment of a deal
- Using the right negotiation model
- Sources of value
- Gender and negotiations