One way to define leadership is the ability to mobilize others toward a shared vision or goal. This course will be a weekly speaker series of CEOs and other high-profile leaders in business, social action, the arts and beyond telling a first-person story of how they accomplished the challenge of getting others to think and act differently.

Through their stories, and the answers to your questions, these leaders will demonstrate the diversity of techniques, skills, strategies, tactics and attitudes it takes to successfully motivate people and lead them forward to a common purpose.

INSTRUCTORS:
Doug Leeds is a Cal grad and a member of BerkeleyHaas’ Professional Faculty. He is currently CEO of EAT Club, the largest B2B meal delivery service in California. Previously he was CEO of IAC Publishing, a portfolio of online media companies including The Daily Beast, Investopedia, Dictionary.com, Ask.com, Ask.fm and About.com.

Bill Collins graduated with honors from the BerkeleyHaas EWMBA program. He is currently a consultant and coach with Future State in Oakland. A certified executive coach, he also trains other aspiring coaches and lectures on leadership and design thinking at BerkeleyHaas.

Previous Speakers

Steve Huffman, CEO and co-founder of Reddit, on returning years after selling Reddit to Conde Nast and reestablishing a positive culture at the company

Kara Goldin, CEO and co-founder of Hint, on how she convinced her first investors and employees that adding natural fruit to shelf-stable water was feasible and marketable

Jim Lanzone, CEO of CBS Interactive and Chief Digital Officer of CBS Corp., on persuading CBS to launch an iPad app when the network was dismissive of streaming

Liz McMillan, CEO of Dictionary.com, on dissuading her marketing team from continuing their popular campaign of trolling Pres. Trump on Twitter, while confidentially selling the company to a Trump supporter

*Instruction will be from January 22 through March 11 only. The final exam will be on March 18 during class. The course will be fully completed prior to Spring Break. As a 1 unit course, P/NP is the only grading option.