

# CREATIVITY & LEADERSHIP

UGBA 96.1 | Thurs. 12-2p | 2 Units

*Dive into an innovative and fun approach to leadership that blends creativity with impactful action. You'll be challenged to think in new ways, inspired to lead with compassion and purpose, and empowered to create real change.*



**Authentic Leadership:** Develop and refine your unique leadership style grounded in your values and experiences.



**Empathy & Active Listening:** Enhance your ability to truly hear and understand others, fostering deeper connections and more effective teamwork.



**Storytelling:** Practice the art of storytelling to inspire, motivate, and lead with clarity and passion.



**Problem Solving:** Build and apply creative problem-solving skills to tackle real-world challenges with innovation and agility.



**Collaboration:** Master techniques for effective collaboration that harness the collective intelligence of diverse teams.



**Persuasion:** Learn and employ persuasive techniques to effectively influence and inspire others, enabling you to lead with conviction and impact.



**Doug Leeds**

Former CEO of EAT Club, founder and CEO IAC Publishing (now Dotdash Meredith), CEO of Ask.com, CEO of Dictionary.com, and proud Cal grad



**Bill Collins**

Principal Director, Leadership & Culture at Accenture, with extensive experience in coaching leaders and teams through transformation, and proud Haas grad



**Aditi Roy (Guest)**

VP of Communications at ONWARD Medical, Emmy-winning journalist, expert storyteller with experience in business communications, and proud Cal grad