



## ONE DAY MBA: THE CRITICAL STUFF THEY DON'T TEACH IN BUSINESS SCHOOL

with Lew Jaffe

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

# ONE DAY MBA: THE CRITICAL STUFF THEY DON'T TEACH IN BUSINESS SCHOOL

In this engaging program led by Loyola Marymount University's Business Professor of the Year, you will delve more deeply than a traditional MBA curriculum. Lew's presentation will highlight essential leadership tools that are often overlooked but vital for career success. You will discover the interconnected ecosystem of business and learn how to influence it by leveraging these tools.

Key topics include a seven-step problem-solving framework designed for mid and senior-level management, a segment on design thinking to foster innovative solutions, and four critical questions for practical goal setting that enhance both efficiency and accountability. These concepts will be illustrated through real-world case studies and examples, ensuring a practical understanding of their application.

## LEW JAFFE

Lew attended the University of Pennsylvania, LaSalle University as an undergrad, earned a MBA at Stanford University's Graduate School of Business and a Doctorate in Business Administration from USC. Lew also holds his Master's Certification of Public Company Board of Directors from the American College of Public Company Directors. Trivial fact, Lew was a collegiate athlete playing basketball and, in the summer of 1976, he set the world record for playing Backgammon underwater with some of his teammates to raise money for a burn center in Philadelphia. Currently, in addition to his coaching CEOs and executives, Lew is a Clinical Professor and an Entrepreneur-in-Residence at Loyola Marymount University in the Fred Kiesner Center for Entrepreneurship Management where he won "Professor of the Year".

# TOPICS COVERED

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LEADERSHIP VS MANAGEMENT

EVERYTHING IS A CHOICE, WHAT DO YOU CHOOSE

IDENTIFYING THE DIFFERENCE BETWEEN "INTERESTING" AND  
"IMPORTANT"

SPOTTING "CORRELATION" VS "CAUSALITY"

LOOKING FOR CONNECTIONS - SEEING EVERYTHING AS AN ECOSYSTEM

FOR REGISTRATION PLEASE CONTACT: **Stacey Schroeder** - IMS Regional Director - Cleveland

Phone: +1 (248) 910-5222 Email: [cleveland@ims-online.com](mailto:cleveland@ims-online.com) Website:

<https://ims-online.com/leadership-development/Cleveland/8>