



Entrepreneurial  
Leadership in  
Silicon Valley:

**Risking to Envision  
and Lead Innovation:  
*Developing the Silicon  
Valley Edge and Spirit***

**Certificate in  
Entrepreneurial  
Leadership**

Dimensions of  
Entrepreneurial  
Leadership (EL):  
Incubating Innovation/  
Launching New  
Business Possibilities

[international.tcsedsystem.edu](http://international.tcsedsystem.edu)



## Background

Entrepreneurial leadership and innovative business startups emerge from a mindset, a professional way of thinking and being that involves a diverse set of dynamic qualities and skills.

Entrepreneurship and business innovation are about envisioning and designing, adapting and solution building, networking for resources and building critical alliances, and living with uncertainty while benchmarking for success and effectiveness.

In many cases, they are concerned with stepping out into uncharted territory to bring something new into existence, be it a startup business, a revolutionary product, or a radical approach about how to address a large-scale social issue.

Entrepreneurs and business networkers want to establish mutually beneficial relationships with colleagues and stakeholders in which they can create responsible prosperity and a vibrant sustainable future for all.

Acting in this manner takes courageous leadership, systemic strategizing, ingenuity, and spirited passion as much as it takes business savviness and financial resources.

This certificate collaboratively offered by Saybrook University's Department of Leadership and Management and Pacific Oaks College is a cutting-edge leadership development program grounded in the above vision of leadership, entrepreneurship, and business design.

## **Program Professional Development Format**

This certificate couples online learning components with a weeklong immersion experience engaging with Silicon Valley professionals.

### **Holistic in nature, this program:**

- Builds upon existing academic learning and professional experience
- Engages participants in dynamic presentations, learning activities, mentoring relationships, networking opportunities, and Silicon Valley company visits
- Allows participants to work on a professional project of interest related to entrepreneurial leadership or business innovation

### **Participants will:**

- Have an opportunity to expand their leadership capacity
- Transform their managerial skillsets in designing creative business ventures and leading innovators
- Receive a certificate of completion at the end of the program

### **Time frame:**

Dates: Saturday, Sept. 1–Friday, Sept. 7, 2018

### **Fees:**

For the following prices, the program fee includes online webinars and materials, Monterey workshops and meals, Silicon Valley company visits, transportation in Silicon Valley to company visits, and a program celebration closing dinner:

- International students: \$1800
- International faculty: \$2050
- International professionals: \$2300

### **Participants are responsible for paying their own:**

- Hotel fees in Monterey, California and Silicon Valley
- Airfare
- Meals in Silicon Valley
- Transportation to and from airports and to the Monterey Hotel

## Program Schedule (subject to change)

### Immersion Week Preparation

Monday, Aug. 20: Pre-Immersion Webinar (Online)	"Setting the Silicon Valley Context: Courageous Dreaming and Venturing to Risk"
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### Exploring Perspectives and Developing Skills

Saturday, Sept. 1 Arrival in Monterey, California	Welcome Dinner and Orientation: Getting into the Silicon Valley Sprit
Sunday, Sept. 2: Morning Workshop Topic	EL Dimension #1: Designing Possibilities: Envisioning the Venture
Sunday, Sept. 2: Afternoon Workshop Topic	EL Dimension #2: Establishing an Innovation Organizational Culture and Integrity: Setting Values and Unleashing Talent
Monday, Sept. 3: Morning Workshop Topic	EL Dimension #3: Collaborating Across Boundaries: Teaming for Innovation
Monday, Sept. 3: Afternoon Workshop Topic	EL Dimension #4: Resilient Decision Making: Adapting and Implementing Creative Solutions
Tuesday, Sept. 4: Morning Workshop	EL Dimension #5: Strategic Planning and Networking Resourcefully: Finding the Right Supporters and Partners
Tuesday, Sept. 4: Afternoon Workshop Topic	EL Dimension #6: Launching the Business: Building a Prosperous and Sustainable Global Future

### Being Immersed in The Valley Spirit

Wednesday, Sept. 5: Morning	Travel to Silicon Valley
Wednesday, Sept. 5: Afternoon Learning Activity	Silicon Valley: Pioneering and Global Trend Setting
Thursday, Sept. 6: Morning	Silicon Valley Company Visit #1
Thursday, Sept. 6: Afternoon	Silicon Valley Company Visit #2
Friday, Sept. 7: Morning	Silicon Valley Company Visit #3
Friday, Sept. 7: Afternoon	Silicon Valley Company Visit #4
Friday, Sept. 7: Evening	Farewell Dinner: Celebration and Certificate of Completion Awarded
Saturday, Sept. 8	Departure

### Post-Immersion Week: Putting Learning into Action

Monday, Sept. 17 Post-Immersion Webinar (Online)	"Putting the Silicon Valley Edge into Practice"
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## **Monterey Component Workshop Descriptions**

### **EL Dimension #1: Designing Possibilities: Envisioning the Venture**

This introductory session sets the stage to explore leading entrepreneurial ventures in light of the perspectives, creativity, and spirit that characterize Silicon Valley. Besides design thinking, it examines the entrepreneurial mindset grounded in thinking big and not letting obstacles become barriers. Students learn how to balance being visionary and practical in a manner that enables the emergence of new business models and processes that give rise to potential business ventures.

### **EL Dimension #2: Establishing an Innovation Organizational Culture and Integrity: Setting Values and Unleashing Talent**

Building upon the notion of innovation ecosystem or culture, this session explores the ethical challenges related to entrepreneurship and cutting-edge innovation in the contemporary competitive business arena and bottom line market-driven economy. Students examine how to practically root business models and innovation cultures to benefit corporation principles, stakeholder networking approaches, just society values, and sustainability concepts. Realistic applications are developed.

### **EL Dimension #3: Collaborating Across Boundaries: Teaming for Innovation**

Rooted in authentic and collaborative leadership approaches, the second session in this series examines how to not let traditional organizational boundaries confine the creative design and thought process, as well as organizational structures and operations. Since organizational creativity and intelligence is in the wider network, this session also explores how to identify and assemble a talented, diverse entrepreneurial team

who can work in a distributed manner and across cultural differences.

### **EL Dimension #4: Resilient Decision Making: Adapting and Implementing Creative Solutions**

Being entrepreneurial entails risk taking and making strategic decision in spite of uncertainty. It involves working in complex environments that are continuously evolving and changing. This fourth session examines critical resilient leadership skills, including thinking systemically, being agile and flexible, being adaptive and evolutionary, devising scenarios, and understanding their short- and long-term ramifications and impact.

### **EL Dimension #5: Strategic Planning and Networking Resourcefully: Finding the Right Supporters and Partners**

Building upon the organizational and social networking skills developed in the prior session, the fourth session focuses on understanding strategy and project management from a variety of perspectives. It examines how to identify and obtain the needed resources to launch a business venture, including financial backers. It includes perspectives on how to make strategic plans that can evolve as needed, and are open to continuous development and change.

### **EL Dimension #6: Launching the Business: Building a Prosperous and Sustainable Global Future**

This sixth session brings the initial phase of the Silicon Valley immersion experience to a close. Today's organizations are challenged to be active community members that enable all stakeholders to flourish. Focusing on the practical issues related to launching a highly competitive business venture, this session ties together various workshop learning experiences in light of being professionally responsible and ethical, as well as building a socially responsive organization that has integrity and benefits all stakeholders.

