



SMALL BUSINESS LEADERSHIP DEVELOPMENT PROGRAM

PROGRAM OVERVIEW



The Marshall School of Business Executive Education **Small Business Leadership Development Program**, in collaboration with the USC Office of Business Opportunity, a department of USC Civic Engagement, is a comprehensive learning journey that has been crafted for small business owners at a pivotal career juncture. Having effectively scaled their enterprises to a point where they can shift from daily operations to strategic leadership, participants will hone their leadership acumen and cultivate a strategic mindset for enduring growth. Tailored for business owners who have already mastered foundational training in business basics like finance and accounting, this program equips them to transition into executive leadership roles within their companies.

PROGRAM SCHEDULE

MODULE 1: SYSTEMATIC WORKPLACE PROBLEM- SOLVING



AUGUST 12 - 13, 2025



USC CAMPUS

MODULE 2: PSYCHOLOGICAL SAFETY: UNLOCKING YOUR TEAM'S FULL CAPABILITIES



SEPTEMBER 23, 2025



ONLINE

MODULE 3: THE LEADERSHIP MASTERCLASS: YOUR JOURNEY TO EXCEPTIONAL IMPACT



OCTOBER 15 - 17, 2025



USC CAMPUS

ADDITIONAL LEARNING: 3 APPLIED LEADERSHIP WORKSHOPS



ON DEMAND



ONLINE

APPLICATION



PROGRAM MODULES

SYSTEMATIC WORKPLACE PROBLEM-SOLVING

Identify and address barriers to success with a systematic approach. Learn to analyze perspectives of organizational stakeholders, pinpoint root causes of problems, and develop dynamic solutions. This hands-on course equips small business owners with actionable strategies to enhance individual, employee, or organizational performance.

Learning Objectives:

- Establish organizational, business, and individual/team performance goals
- Identify performance gaps and root causes
- Develop and implement effective solutions
- Measure success upon implementation

PSYCHOLOGICAL SAFETY: UNLOCKING YOUR TEAM'S FULL CAPABILITIES

Discover the power of psychological safety in fostering openness, creativity, and high performance within your team. Through experiential exercises and discussions, learn to create environments where everyone feels safe to contribute ideas and take risks. Gain insights from Fortune 500 practices to develop more resilient and inclusive teams.

Key Takeaways:

- Establish credibility for psychological safety
- Create space for open dialogue and new ideas
- Foster a culture of moral courage and learning from failure

THE LEADERSHIP MASTERCLASS: YOUR JOURNEY TO EXCEPTIONAL IMPACT

The Leadership Masterclass: Your Journey to Exceptional Impact offers a unique opportunity to learn from Professor Jay Conger, a top leadership thought leader, author, and executive coach. This intensive three-day masterclass will unlock your leadership potential and drive significant change in your business. Small business owners will identify and leverage strengths to become proactive, strategic, and effective leaders. Develop a personalized action plan to tackle real-world challenges and accelerate your business trajectory.

Learning Objectives:

- Enhance personal effectiveness and communication skills
- Identify and achieve career and leadership aspirations
- Develop strategies for influencing and motivating others
- Sharpen leadership competencies through hands-on practice and feedback

NETWORKING

Participants will have the added benefit of meeting and networking with other business leaders in the Los Angeles metro area, fostering stronger business connections and contacts.

ADDITIONAL LEARNING

As an added opportunity, you'll also have access to nine asynchronous Applied Leadership Workshops, from which you can choose three programs.

GETTING MY TEAM TO SPEAK UP MORE IN MEETINGS

Learn and apply the skills necessary to increase your team members' willingness and ability to contribute, collaborate, and share.

RETAINING YOUR PEOPLE

Learn and apply tools and techniques that adjust workforce strategies and increase the ability to retain your talent.

LEADING A CHANGE INITIATIVE

Learn and apply the essential skills and techniques necessary to become one of the successful 30% in leading change initiatives within your organization.

ACHIEVING PERFORMANCE ENGAGEMENT THROUGH GOAL SETTING

Learn and apply the skills necessary to align organizational strategy with personal accountability and create truly impactful goals.

COMMUNICATE EFFECTIVELY IN ONLINE ENVIRONMENTS

Learn and apply the skills necessary to transform your virtual approach and personal and virtual team maximize impact.

DEVELOPING OTHERS THROUGH DELEGATION

Learn and apply the skills necessary to build engagement, project ownership, and empowerment among your direct reports.

STORYTELLING TO INCREASE YOUR EFFECTIVENESS AS A LEADER

Learn and apply the skills necessary to captivate your audience, inspire change, and establish a powerful professional brand through the art of storytelling.

DEVELOPING BRAND YOU: CRAFTING YOUR PROFESSIONAL IDENTITY

Learn to equip yourself with the insights, strategies, and tools essential for building a distinctive and influential personal brand.

MASTERING DATA COMMUNICATION: STRATEGIES THAT DRIVE ACTION

Learn the skills and strategies necessary to masterfully convert your hundreds of hours of work and expertise into clear takeaways that others can understand easily and be moved to action.

PROGRAM FACULTY



JAY CONGER

CEO AFFILIATED RESEARCH SCIENTIST

Jay Conger is one of the world's experts on leadership. You will see him quoted in the Wall Street Journal and other business periodicals analyzing people and trends in the executive suite and in the boardroom. He is a senior research scientist at the USC Center for Effective Organizations as well as the Henry Kravis Chaired Professor of Leadership Studies at Claremont McKenna College in Los Angeles. As an executive educator, coach, and program designer, Dr. Conger has coached thousands of leaders and worked with over six hundred organizations in his career. He is the author of fifteen books on topics of leadership. His most recent book published by the Harvard Business Press is the High Potentials Advantage.



KEN PERLMAN

ADJUNCT PROFESSOR OF MANAGEMENT AND ORGANIZATION

Ken Perlman is a consultant, facilitator and presenter with 25 years' experience consulting to executives and teams at Fortune 500 companies. Ken has built his expertise in leadership, change, program management, culture, organization design, communication, innovation, business process improvement and technology adoption. Ken has worked with renowned companies such as Levi Strauss & Co., Warner Bros., and Kaiser Permanente. Leveraging his expertise in implementing large IT systems and process improvement methodologies, including SAP and Lean Six Sigma, Ken emphasizes leadership as the key factor in organizational success. He holds an M.B.A. from USC and a B.A. from Claremont McKenna College.



MARION PHILADELPHIA

PROFESSOR OF CLINICAL BUSINESS COMMUNICATION

Marion Philadelphia holds an M.A. from the University of Hamburg, Germany, blending American studies, English literature, journalism, and mass communication. She began her career in Los Angeles in entertainment PR before becoming a reporter. She later ventured into academia, chairing USC's business communication department for seven years. Currently, she serves as the academic director of USC's John H. Mitchell Business of Cinematic Arts program, specializing in pedagogy, curriculum design, and faculty development. Recognized for her expertise, she has authored articles and received awards for faculty mentoring and leadership.

PROGRAM TEAM



**TIM
BLAKESLY**

ASSISTANT DEAN
AND DIRECTOR,
EXECUTIVE
EDUCATION

Tim oversees the Executive Education Department, providing leadership and guidance to faculty and staff while ensuring the quality and effectiveness of the educational experience. He plays a pivotal role in curriculum development, participant engagement, and overall academic excellence.

CONTACT

 BLAKESLY@MARSHALL.USC.EDU




**GOHAR
KARAMYAN**

ACCOUNT MANAGER,
EXECUTIVE
EDUCATION

Gohar's responsibilities encompass supervising the implementation of programs and fostering collaboration with faculty members, clients, and diverse university stakeholders. Her focus is on upholding a consistently high standard of quality and effectiveness throughout the program lifecycle.

CONTACT

 GOHARSOP@MARSHALL.USC.EDU



**DR. MICHÈLE
TURNER**

ASSOCIATE VICE
PRESIDENT,
BUSINESS
OPPORTUNITY

Dr. Michèle Turner leads the USC Office of Business Opportunity as Associate Vice President. She is an experienced higher education administrator with significant entrepreneurial and corporate expertise. Dr. Turner holds an Ed.D. from USC, an MBA from UCLA, and a B.S. from the USC Marshall School of Business.

CONTACT

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ABOUT USC MARSHALL EXECUTIVE EDUCATION

USC Marshall Executive Education delivers career-relevant, non-degree short courses designed to develop the resilience, agility, and innovation of business professionals and executives while enhancing their leadership expertise. The Executive Education department also partners with organizations to create and deliver custom programs, symposiums, and conferences. Our expert team and distinguished USC Marshall Faculty deliver rigorous, results-driven learning solutions for maximizing impact and lasting change.

ABOUT THE OFFICE OF BUSINESS OPPORTUNITY

The Office of Business Opportunity (OBO) plays a vital institutional role in driving growth and success for local small businesses through anchor partnerships. By collaborating with USC Schools, regional universities, business chambers, and industry associations, OBO develops and implements forward-thinking initiatives and programs that merge advanced academic research with leading industry expertise and practice. OBO's goal is to expand opportunities for small businesses, strengthening the resilience and vitality of the regional economy.



USC University of
Southern California

EXECUTIVE EDUCATION
MARSHALL SCHOOL OF BUSINESS
UNIVERSITY OF SOUTHERN CALIFORNIA

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