



CEO Global USA
Developing Servant Leaders of Integrity

Sam M. Walton College of Business
Executive Education

— STAND OUT WITH —

THE WAY TO SUCCESS PROGRAM



UNIVERSITY OF
ARKANSAS

CERTIFICATE IN LEADERSHIP AND GLOBAL ENGAGEMENT



The Way to Success Student:

Leader of Integrity -
Consistently does the
right thing and does it
well

Optimistic -
Has a positive self-
image and outlook on
life and the world
around them

Employable -
Equipped with soft
skills to work and
socialize well with
others

**Socially
Responsible** -
Inspired to make a
positive contribution
to their community

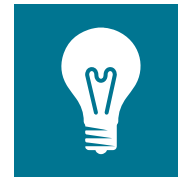
Resilient -
An increased ability to
manage adversity and
overcome life's
challenges

EARN AN EXECUTIVE EDUCATION CERTIFICATE IN LEADERSHIP AND GLOBAL ENGAGEMENT. THIS FREE PROGRAM IS OFFERED BY THE UNIVERSITY OF ARKANSAS WALTON COLLEGE OF BUSINESS & CEO GLOBAL USA.



WHO WE ARE

CEO Global is an educational non profit that specializes in leadership development with an emphasis on servanthood, integrity and soft skills training.



ABOUT TWTS

The Way to Success or 'TWTS' program by CEO Global is a premier, cross cultural student leadership development program. Students are provided meaningful exposure to values that will lead to success, employment, and a broader range of positive and lasting influence in their community and profession.

Register @
www.twtsusa.org



UNIVERSITY OF
ARKANSAS



TRANSFORMATIONAL

Students learn to succeed in a social network of peers from difference backgrounds, cultures and disciplines while also shaping their values and developing a commitment to the needs of the community.



DYNAMIC TEACHERS

Professionals and seasoned leaders present course materials based on their real life experiences and facilitate students mentorship in an interactive small group context.



INTEGRATED MENTORING

Our mentors give students a valuable source of personal support and professional perspective to supplement their academic learning experiences.



EXPERIENTIAL LEARNING

Students learn in the holistic interactive educational environment and apply their learning while developing their community service project.

email: UofA@CEOGlobalUSA.org | web: www.CEOGlobalUofA.org

THE WAY TO SUCCESS 2017

Workshop One meets at Alumni House Sturgis Hall

Saturday, Oct 14, 2017

Fall Semester Course Details

Workshop Two meets at Walker Hall Willard J Walker Hall Room 203

Saturday, Oct 28, 2017

Topic: The Way To Success
Time: 8:00am - 10:00am

Session **1**

Discover the principles that drive personal and professional success.

Topic: Dealing with Adversity
Time: 8:00am - 10:00am

Session **1**

Discover that grit and capitalizing on failure lead to success

Topic: A Life of Excellence
Time: 10:00am - 12pm

Session **2**

Develop qualities employers are looking for in their employees.

Topic: Emotional Intelligence
Time: 10:00am - 12:00pm

Session **2**

Find a strategic approach to managing relationships

12:00 - 1:00 Free lunch on site. Mentor groups meet.

Topic: Servant Leadership
Time: 1:00pm - 3:00pm

Session **3**

Tap into the hidden power of servant leadership.

Topic: Cultural Intelligence
Time: 1:00pm - 3:00pm

Session **3**

Discover how to navigate team and international relationships.

Topic: Effective Communication
Time: 3:00pm - 5:pm

Session **4**

Strong leaders know to say the right thing in the right way.

Topic: Career Development
Time: 3:00pm - 5:00pm

Session **4**

Learn how successful candidates become successful employees.

TWTS Service Learning Project

This exciting part of the TWTS program is a guided small group activity aimed at adding value to the community in which you live. Understanding and choosing a felt need in the community is the beginning of the project. The service learning project is also a small group team learning event. Learning to work as a team provides the opportunity to use the strengths and improve on the weaknesses you bring to the team.

TWTS participants develop appropriate community service concepts that also allow for the application of the materials and concepts that are taught in TWTS. This opportunity is provided to enhance leadership and communication skills, while furthering a small group's teamwork abilities. Students cultivate a concern for the broader community and inspire one another with innovation and creativity applied to social issue needs.

TWTS Structure

The TWTS course is structured to integrate local professionals as volunteer Mentors who help to guide and inspire students. Highly motivated students are invited to join the program as Peer Mentors and take direct responsibility for the leadership of a Mentor Group. Students are welcome to audit the program workshops or attend the retreat on an interest based level or they can register and attend all program elements to earn the certificate in 'Leadership and Global Engagement'. NOTE: Only enrolled peer mentors and students are eligible to receive the CEO Global USA certificate for 'Leadership and Global Engagement'.

THE WAY TO SUCCESS

- GUEST SPEAKERS
- PEER MENTORS
- PRO MENTORS

Register Today!
www.twtsusa.org



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Derek Champagne : CEO of The Artist Evolution

A true entrepreneur from an early age, Derek Champagne has always been interested in fostering connections and finding an audience, in both the marketing and music fields. Now CEO of The Artist Evolution, a marketing, design and practice management firm he founded in 2007, Champagne helps businesses of all budgets design and implement marketing strategies that work. He's developed and managed brands and marketing campaigns in multiple industries from start ups to household names. His recent book "Don't Buy a Duck" is now available. Champagne is also a nationally published musician who has made musical contributions to the soundtracks of television shows on ABC, MTV, Bravo, Oxygen, and the E! Channel.

Chad Manning : Walmart Senior Manager

Chad Manning is an experienced senior manager at Walmart having worked the company since 2002. He is responsible for all Global Sourcing for Walmart Stores US Sporting Goods and Automotive. Chad has extensive experience in China and overseas through his business experience with Walmart and has regularly trained up and coming leaders in leadership both in China and around the world.

Henry Ho : Co-founder and Chief Business Developer of Field Agent

Henry Ho is a local entrepreneur, co-founder and chief business developer of Field Agent, which is a local and fast growing business that leverages the power of crowdsourcing and mobile technology around the world to provide real-time business information to large corporations. Henry has over 30 years of business development experience, including almost 20 years with business development in the Asia Region for Procter & Gamble. He is also closely involved in numerous businesses in Northwest Arkansas and around the world.



Serve as a Peer Mentor : Students, impact your peers and develop your leadership skills!

You can enroll in the TWTS as a Peer Mentor and take responsibility to guide a Mentor Group through the TWTS program this semester! Collaborate with the Pro Mentors who are assigned to your group to maximize the learning and development experience and stand out as a true Servant Leader of Integrity!



Pro Mentors : Regional Professionals

A highlight of the TWTS program is the regular involvement of local professionals who volunteer to serve as Pro Mentors and help guide students through the TWTS program. Our Pro Mentors are dedicated to seeing students reach their potential and they are committed to adding value to each student in the TWTS program.



"The Way To Success Program"

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