

## Strategic Leadership Newsletter

Volume 2 Number 3  
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**Strategic Leadership Newsletter** reports information relevant to the **Philadelphia University Doctoral Program in Strategic Leadership** and its community including personal and professional events and accomplishments, new practices, research and opportunities, and suggestions. You are encouraged to forward the **Newsletter** to friends and colleagues to expand awareness and to brand yourself as a community member. You are also invited to recommend people or organizations to be added to the mailing list. Contact **Strategic Leadership Newsletter** by emailing [strategicleadership@philau.edu](mailto:strategicleadership@philau.edu) or the Editor [starri@philau.edu](mailto:starri@philau.edu).

and/or make the course successful: **Brigadier General Charles R. Hamilton, United States Army**, Commander of Defense Logistic Agency (DLA) Troop Support; **Captain Daniel Hodgson, United States Navy**, Director of DLA Troop Support; **Lieutenant Colonel Paul Mc Cullough, United States Army**, DLA Troop Support; **Colonel Alex Zotomayor, United States Army**, Director of DLA Troop Support; **Mr. Jeffery Horton, United States Navy (retired)**, Deputy Director of DLA Troop Support; **Colonel Troy Vokes, United States Air Force Reserve**, DLA Troop Support; **Master Sergeant Woodrow Ruff, United States Air Force**, DLA Troop Support; **Dr. Christopher Hamner, Visiting Professor, United States Army War College**; **Mr. Paul Jussel, United States Army War College**; and **Ms Carol Kerr, United States Army War College**.

## Summer Studies

DSL students completed two summer courses: **DSL 703: Juxtaposition of military and civilian strategic leadership** was led by [Professors Tony Cosenza and Robbin Durie](#). **DSL 800: Strategic consulting** was led by [Professor John Pourdehnad](#).

The **military** course included *walking the battlefield at Gettysburg, PA* and studying at the [US Army War College](#) in Carlisle, PA. The following military colleagues received **Certificates of Appreciation** signed by Dr. Stephen Spinelli, President, and Dr. Matt Baker, Provost of Philadelphia University for collaborating with Drs. Cosenza and Durie to teach



*DSL at Gettysburg*



*DSL studying with Brigadier General Charles R. Hamilton*



Students also studied ***Strategic Consulting*** taught by ***Professor John Pourdehnad***. This course is an educational experience driven by actual, contracted consulting projects. Students joined one of three dedicated project teams but shared information and their learning during class meetings.

The ***GPSEG Team*** worked with the ***Greater Philadelphia Senior Executive Group (GPSEG)***, a professional society with 1400 members, to help design a new set of programs for their ***Executive Leadership Institute***. The Institute's purpose is to "engage and equip senior executives with key skills, abilities and competencies needed in a 21<sup>st</sup> century dynamic economy that demands excellence in managing complex relationships, critical thinking and superior strategic leadership abilities."

Phase I of this project was completed on time, and using a systems framework and design-thinking methodology produced a report about which the ***GPSEG*** sponsors wrote:

"Your team did an outstanding job of research and reporting that research in the context of our initial initiative, its purpose, and goals. This is a project of which I believe each and every one of us can be proud. Your team should be commended and we appreciate where we are at this point and look forward to the next phase. Thanks so very much for all your leadership."

The ***ASL Team*** worked with ***Alpha Sigma Lambda (ASL) National Honor Society***, the oldest and largest society for adult students who maintain outstanding scholastic and leadership standards with more than 300 chapters in the US, to create a strategic plan for the future.

Phase I for this project was also completed on time, and again using a systems framework and design-thinking methodology produced a report that was sent to and approved by the ***ASL Board of Directors***.

The ***ASL Executive Director*** has moved the project into Phase II which will produce the final strategic plan that will be presented by Dr. Pourdehnad at the ***Association for Continuing Higher Education Annual Conference*** (Oct 17-19, 2016) in New Orleans.

The ***CABE Team*** is engaged in a longer and more complex project with the Philadelphia University ***College of Architecture and the Built Environment*** and their Advancement Council, an advisory group of architect and design professionals from 29 domestic and international organizations. When a description of the project was presented on the CABE ***Facebook page*** it produced 2,846 *Likes* from their community.

The purpose of this consulting project is to enable *leadership* to become a core competency that emerges from the education experience of **CABE** undergraduate and graduate students. This outcome is so that when they apply for positions after graduating from the university they will be distinguished as *leader architects* and *leader designers* and will bring these needed characteristics into the professional workplace.

By applying a systems-thinking framework and design-methodology for problem solving, the **CABE Team** has been engaged in situation awareness a methodology which includes understanding the current reality of leadership in the professional environment and collecting from stakeholders the characteristics of design and architect leaders that are needed right now in professional practice firms.



DSL working with the CABE Advancement Council

## New DSL Students

Cohort 2 (**DSL-2**) international students have been arriving and will soon join their domestic colleagues to begin their

first semester fall classes. Individual profiles will shortly be posted on the [DSL website](#):

In addition, as part of the Strategic Leadership Collaboratory being developed with the [Institute of Systems Wisdom](#) all admitted DSL students will become **Fellows of the Institute** and will have profiles on the Fellows website.

Here is a *preliminary list* of those who were admitted for Fall study in Cohort 2.

Jim Plummer, MBA, MMgt  
Patrick Duru, MSW, MPH  
Eugene deKlerk, MSc, PhD (South Africa)  
Darshi Modi, MSc (India)  
Farzaneh Amani, MAcct (Qatar)  
Hamid Bertal, MBA  
William Myles, MBA  
Frank Ravello, EMBA  
Jonathan Smith, MA  
Maura Shenker, MFA, MSODL

## New DSL Faculty Member

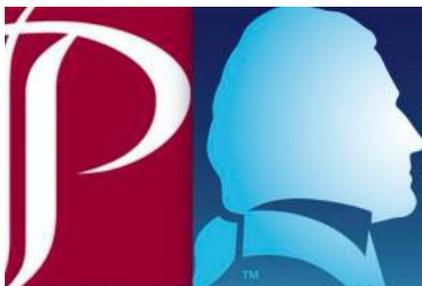
We are very pleased to welcome [Dr. Joseph Sweeney](#) to the DSL community. Joe will join Dr. Steve Freeman teaching and supporting DSL students in applied research methods.

Briefly, Joe earned a Masters in Mathematics (Villanova University), Masters in Economics (Temple University) and a Doctorate in Educational Leadership (University of Pennsylvania). His professional work has included being Director of Innovation and Chair of the Mathematics Department at the Haverford School.



Dr. Joseph Sweeney

## PhilaU – TJU Update



The proposed integration between Philadelphia University and Thomas Jefferson University including the Jefferson Health System of hospitals is moving along well. For the most current information, visit the [merger website](#).

To support the merger, DSL is involved in two projects. One concerns building a broader conception of internal capacity-building and leadership development; the other concerns the nature of the integrated educational system being developed.

In the first project, Dr. Larry Starr is working with [Pam Shadzik](#), Vice

President of Talent Management at Thomas Jefferson University and the Jefferson Health System who is responsible for the [TJU Leadership Academy](#). Pam is responsible for planning and development of the leadership talent pipeline, including identification and development of high potential faculty and staff, succession planning and mentoring to grow bench strength. Starr and Shadzik will work with [Dr. Greg Shea](#) from the Aresty Institute of Executive Education at the University of Pennsylvania's Wharton School of Business, who is the collaborating academic director of the the Jefferson Leadership Academy.

In a second project, Dr. Starr is collaborating with [Dr. Brendan Carr, TJU Associate Dean, Healthcare Delivery Innovation](#) and [Janice \(Jake\) Marini TJU Vice President for University Affairs](#). They are setting up an interactive strategic planning project in which systems thinking will be used as a framework and design thinking methodology as a problem solving process to create the ideal design/prototype for the integration of the two university systems. This project will involve DSL students and faculty as it develops.



# Strategic Leadership Information Session

On **Tuesday August 16, 2016 from 6:30 pm to 8:30 pm**, DSL will hold an **in person Information session** for prospective students. Attendees will meet with faculty and engage with other applicants to learn everything one needs and wants to know about Strategic Leadership at PhilaU. Topics include the curriculum, courses, student learning experiences, logistics, and more. The Information Session is led by **Dr. Larry M. Starr**, Program Director. [Register via this link](#).

## DSL-EMTM Partnership



POWERED TO DO WHAT'S NOW,  
POWERED TO DO WHAT'S NEXT.



As previously reported in this *Newsletter*, a relationship between (PhilaU) **DSL** and

the University of Pennsylvania [Alumni Council of the Executive Masters of Technology and Management \(EMTM\)](#) has been established to create opportunities, extend educational experiences and facilitate life-long networking for members of both communities. The relationship was enabled because of the activities of Dr. Joel Adler, Doctoral Research Mentor who before joining PhilaU DSL was Associate Director of Professional Programs and a leader of the EMTM program.

The first of these collaborative events is an educational program planned for fall and hosted by PhilaU at which members of DSL and EMTM will be encouraged to attend. The date and location will be announced shortly.

## NEWS & UPDATES

[Bob Schatz, DSL '18](#) reports that his company, [Agile Infusion LLC](#), celebrated its 10-year anniversary milestone. In this period Bob has helped more than 100 companies and thousands of people learn how to use agile project management techniques to improve their product development environments, thereby making life better for their customers and themselves.

Also, Bob recently participated in a [Webinar panel sponsored by the American Association for Clinical Chemistry](#) on the topic, "Why IVD (In Vitro Diagnostics) Product Development Needs to Become Agile." The IVD industry is increasingly challenged to deliver new instruments to market, while dealing with

project delays, shrinking budgets and resource constraints.

**[Adena Johnston](#)** *DSL '18* with a team from [Career Partners International](#), made a presentation to a global client in Barcelona on Executive Coaching and Leadership Development. In addition to experiencing this [fabulous city](#), she engaged with Spanish, US, and global HR practitioners committed to human capital and leadership.

**[Michael Asada](#)**, *DSL '18* attended the 47th annual Japanese American Citizens League (JACL) National Convention (July 11-14, 2016) in Las Vegas, NV as the recently elected [President for the Seabrook, NJ](#) Chapter. The mission of [JACL](#) is to secure and maintain civil rights of Japanese Americans and all others who are victimized by injustice and bigotry. As the oldest and largest Asian Pacific American civil rights organization, JACL strives to promote a world that honors diversity by respecting values of fairness, equality, and social justice. As an official delegate, Michael met Secretary Norman Mineta, former Secretary of Transportation under the Bush administration and former Secretary of Commerce under the Clinton administration who presided as the moderator of the plenary session, "What's at Stake in the 2016 Elections?" Secretary Mineta became the 1st Asian Pacific American to serve in a presidential cabinet. Secretary Mineta and his family, as well as Michael Asada's parents, were among the 120,000 Americans of Japanese ancestry incarcerated during WWII. While in Congress, Congressman Mineta was the driving force behind passage of H.R. 442, the Civil Liberties Act

of 1988 which officially apologized for the injustices endured by Japanese Americans during the War.



Michael and Secretary Mineta



**[Professor Les Sztandera](#)** who teaches DSL 705: Enabling information technologies and tools has submitted a grant proposal for the University City [Science Center 2016 QED Program](#). The QED Program is open to academic investigators developing medical technologies with commercial potential. Dr. Sztandera's proposal encompasses development of a comprehensive, state-of-the-art, health hazards advisory system for consumer products. It is proposed that the final development phase will incorporate many additional features including data about tumor tissue DNA, enabling the system to serve as a much needed health care disruptor tool in personalized medicine for both patients and clinicians.

Prof. Les Sztandera will also serve as Data

Analytics Advisory Committee Member, as well as Technical Program Committee Member for the [Fifth International Conference on Data Analytics, DATA ANALYTICS](#) 2016 October 9 - 13, 2016 to be held in Venice, Italy.

[Dr. Larry Hirschhorn](#) who will teach a DSL course in spring 2017 has posted "[Foresight Versus Insight: Learnings from Brexit and the problem of forecasting](#)" in his blog, *Learning from Experience*.

On July 11 and 12, [Dr. Larry Starr](#) and [Dr. Allan Braslow](#), Doctoral Research Mentor, attended a meeting of the [Health and Medicine Division of the National Academies of Sciences, Engineering, and Medicine](#) at the historic [National Academies building in Washington, DC](#).



Dr. Starr at the NAS

The meeting brought together nearly 100 health care experts (including [Dr. Dave Gaieski](#), Associate Professor, Vice Chair, Resuscitative Services, and Director, Emergency Critical Care at TJU) to [discuss a report from the Institute of Medicine](#)

that challenged the community to improve the dismal 8% survival rate from Sudden Cardiac Arrest in the United States, a statistic that has not significantly changed in the past 40 years.

Following the meeting, Drs. Starr, Braslow, and Pourdehnad, and colleagues from University of Pittsburgh and Penn State University submitted a proposal to hold an additional workshop in which a broader community of stakeholders would address the same IOM challenges using a systems and design thinking approach to problem solving.

## National Ranking



Philadelphia University's Doctorate in Strategic Leadership is ranked #22 in the top 50 US Doctorates in Business Management for 2016.



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