

Professional Manager's Certificate Program

Strategic Management and Leadership



April 13, 2020

4 - 5 p.m. | Heritage Dining Room

Speaker: Dr. Warren McDonald

Learn the importance of strategic management and how leadership plays a major role in the success of the sustainability of organizations and individuals, compare and contrast operational vs. strategic management, and learn to utilize leadership theories to address the needs of diverse populations.

This presentation is an elective seminar in the Professional Manager's Certificate program. Faculty, staff, graduate students, and full-time students are eligible to participate.

About the Speaker

Dr. McDonald is currently professor and chair of the department of health care administration at Methodist University. He is also chief executive officer of McDonald and Associates, LLC, a management consulting firm dedicated improving individual and organizational performance across a number of industries, with a specific focus in health care and higher education.

Dr. McDonald is active in his community, serving on the Board of Trustees of Cape Fear Valley Health Systems, and was recently appointed to the Board of Trustees of Fayetteville State University, a constituent institution of the University of North Carolina. He is a noted speaker at professional meetings both nationally and internationally, and active in many professional and civic organizations.



PROFESSIONAL MANAGER'S
CERTIFICATE PROGRAM

To reserve your seat for this seminar, contact Carol Pope at capope@methodist.edu or 910.630.7152.