

YESOD LEADERSHIP PROGRAM CURRICULUM

The Yesod curriculum was developed through the [Florence Melton School of Adult Jewish Learning](#) and was written by Dr. Erica Brown. This course of study, Yesodot Manhigut: Essentials for Jewish Leadership Today, offers insights into personal and organizational leadership through Jewish perspective. Course content will merge Jewish text study, business skills, leadership theory, and experiential application. The sessions will be taught by esteemed educator, Sydney Perry.

Jewish Leadership 2.0

PERSONAL AND ORGANIZATIONAL LEADERSHIP

Module I: *Ha-Derekh le'Manhigut* — Your Personal Journey to Leadership

Module II: *Mi Hu Manhig?* — On the Difference between Power and Influence

Module III: *Tzmicha MiKishalon* — Growing from Failure

Module IV: *Hadrachot Acherim* — Mentoring and Growing Others

Module V: *Hazon* — Nurturing Vision

Module VI: *Shinui* — Effective Change Management

Module VII: *Tikshoret* — Inspired Communication

Module VIII: *Tzinor le-Manhigut* — Creating a Leadership Pipeline

About the Author



Dr. Erica Brown is a writer and educator who consults with the Jewish Agency and other Jewish non-profits. Erica is author of *Happier Endings: A Meditation on Life and Death* and *Leadership in the Wilderness: Authority and Anarchy in the Book of Numbers*. She is also the author of the books, *Inspired Jewish Leadership*, a National Jewish Book Award finalist, *Happier Endings: A Meditation on Life and Death*, *Spiritual Boredom*, *Confronting Scandal*, *In the Narrow Places*, *Return* and co-author of *The Case for Jewish Peoplehood*. Erica writes a monthly column for *The New York Jewish Week* and has written for *The New York Times*, for the website *Psychology Today*, JTA, the *Huffington Post* and *The Washington Post*'s "On Faith." Erica was a Jerusalem Fellow, is a faculty member of the Wexner Foundation, an Avi Chai Fellow, winner of the Ted Farber Professional Excellence Award, recipient of the 2009 Covenant Award for her work in education, and winner of the 2011 Bernie Reisman Award for Jewish Communal Service. Erica has degrees from Yeshiva University, University of London, Harvard University and Baltimore Hebrew University.

Assignments

In preparation for each session there is an assigned reading that you can find in the **Advanced Reading packet**. Below please find specific assignments for each class.

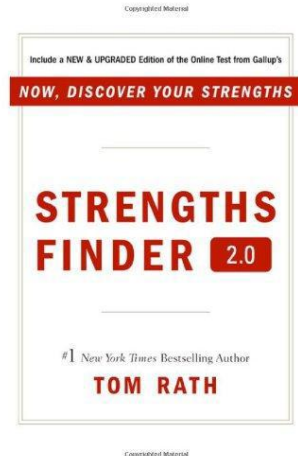
January 8. MODULE I: HA-DEREKH LE'MANHIGUT — YOUR PERSONAL JOURNEY TO LEADERSHIP

In preparation for the first session on March 7:

Prior to the first session registered participants will receive this book,

Strengths Finder 2.0 by Tom Rath. (2007, New York: Gallup Press)

The book includes the *StrengthsFinder Assessment*, a computer-generated personality assessment that participants are required to access and then to bring the entire personal profile to the first session.



The following texts have been chosen as advance readings to give participants the opportunity to consider the central ideas prior to the upcoming module, in anticipation of the classroom discussions.

January 22. MODULE II: MI HU MANHIG? — ON THE DIFFERENCE BETWEEN POWER AND INFLUENCE

In preparation for Module II, read John P. Kotter's article, "**On What Leaders Really Do**" from *On What Leaders Really Do* (*Harvard Business Review*, May-June 1990).

The objective of this reading is to identify the central differences between managers and leaders and to determine which of your functions in leadership falls into a managerial framework and which is, by definition, an aspect of leadership.

February 26. MODULE III: TZMICHA MIKISHALON — GROWING FROM FAILURE

In preparation for Module III, read John P. Kotter, "**Leading Change: Why Transformation Efforts Fail**" in "*On What Leaders Really Do*". (*Harvard Business Review*, May-June 1990).

March 5. MODULE IV: HADRACHAT ACHERIM — MENTORING AND GROWING OTHERS

In preparation for Module IV, read "**Ask What, Not Why?**" by Laura Berman Fortgang, (Fortgang, L. B. (2001) *Living Your Best Life: Work, Home, Balance*,

Destiny. New York: Putnam).

March 19. MODULE V: HAZON — NURTURING VISION

In preparation for Module V, read **Building Your Company’s Vision**” by James Collins and Jerry Porras (*Harvard Business Review*. September 1996).

Read “**The Six Deadly Sins of Leadership**” by Jack and Suzy Welch (2013). One of the business world’s iconic power couples, Jack was the longtime CEO of GE. Suzy was a business journalist and served as editor of the Harvard Business Review.

April 9. GOVERNANCE IN THE NON-PROFIT SECTOR. This session will be taught by Mike Burns, partner at [BWB Solutions](#), a national consulting firm with expertise in planning, governance, organizational assessment, and finance. Advanced readings for this session will be sent 2 weeks prior to the class.

April 23. MODULE VI: SHINUI — EFFECTIVE CHANGE MANAGEMENT

In preparation for Module VI, read “**Best Advice: What I learned from Jack Welch Hanging Up on Me**” by Beth Comstock, Vice President at GE (2014).

May 7. MODULE VII: TIKSHORET — INSPIRED COMMUNICATION

In preparation for Module VII, read “**How Great Leaders Communicate**” by George Anders (2013).

May 14. MODULE VIII: TZINOR LE-MANHIGUT — CREATING A LEADERSHIP PIPELINE WITH BETTER SUCCESSION PLANNING

In preparation for Module VIII, read “**Ending the CEO Succession Crisis**” by Ram Charan (J. A. Conger [Ed.]. (2009). *Boardroom Realities: Building Leaders Across Your Board*. San Francisco: Jossey-Bass).