

Leadership in a University

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"Being the president of a university is a lot like being the caretaker of a cemetery: You have a lot of people under you, but none of them seem to be listening."

William R. Brody

President, Johns Hopkins University, 1996-2009



- *Choose* a few priorities, in line with strategic directions and competitive advantages
- *Communicate* these priorities clearly and compellingly
- *Grease* it - facilitate good deeds
 - Chase and create opportunities
 - Creatively invent ways to make it possible to do things
 - Make priorities real by moving resources and energy
 - Visibly recognize and reward success