Program Introduction:
Are you ready to take your career to the next level with an MBA-like executive leadership experience? The Broad Executive Seminar: Developing High-Impact Leaders is the program for you. This five-day program provides strategic thinking to develop cross-functional knowledge with the latest practices and strategies for high-impact leadership. Our integrative approach and team-based project provide participants the opportunity to collaborate with other high-caliber participants in the program. This program will fulfill the leadership development needs for rising stars in today’s fast-paced environment with a focus on practical application models.

Who Should Attend:
This program is designed specifically for high-potential managers who have taken on, or are preparing to take on, broader responsibilities. Managers and executives that have recently or will soon transition from a functional role to a general management role are ideally suited for this program.

Price/Registration:
$4495 – full tuition for both modules (includes materials, meals and graduation plaque – travel and lodging not included)
$3995 – early bird registration (available when registration and payment are received by February 1, 2012)
To register contact Kristin St. Marie at stmarie@bus.msu.edu, (517) 353-8711 or (800) 356-5705 or online at http://execed.broad.msu.edu

Location:
The James B. Henry Center for Executive Development is located at Michigan State University. The overall complex consists of the Henry Center, Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa, and an on-site 18-hole championship golf course. The Henry Center is a world-class executive education and corporate learning facility specifically designed to complement the learning objectives of this seminar.

Key Learning Outcomes:
• Increased personal effectiveness and leadership capacity
• Enhanced enterprise-wide knowledge and business perspectives
• Strengthened understanding of business challenges with an integrative mindset
• Improved decision-making and team collaboration skills

Team Project:
As part of this seminar, each participant will work in a small group on an action project. The project will focus on a current business challenge. In the first part of the seminar, teams will collaborate to define and scope the project. In between sessions, teams will integrate content. In the final segment of the seminar, teams will lead discussion through presentation of recommendations and results. The team project will provide an excellent opportunity for participants to learn, reflect and grow!
LEADERSHIP & STRATEGY

Why MSU Executive Education?

Learn
• Invest in your leadership journey
• Access new thought leadership
• Enhance your knowledge/skills

Reflect
• Improve your performance
• Apply new processes to resolve business problems
• Leverage your time

Grow
• Enhance productivity and profitability
• Become more strategic
• Build your organization

For more information, go to: http://execed.broad.msu.edu

Faculty Instructors:

Dr. Roger Calantone,
Eli Broad Chaired Professor and Chairperson, Marketing Department, Broad College of Business, Michigan State University

Dr. David Closs,
John H. McConnell Professor and Chairperson, Supply Chain Management Department, Broad College of Business, Michigan State University

Dr. Gil Harrell,
Professor of Marketing, Broad College of Business, Michigan State University

Dr. John Hollenbeck,
Eli Broad Professor of Management, Broad College of Business, Michigan State University

Dr. Tomas Hult,
Director, International Business Center, Broad College of Business, Michigan State University

Dr. Michael Mazzeo,
Associate Professor and Chairperson, Finance Department, Broad College of Business, Michigan State University

Keith Bezant Niblett,
Assistant Director Customized and International Programs, Executive Development Programs, Broad College of Business, Michigan State University

Module 1 Schedule:

Tuesday, March 27, 2012

8:30 - 12:00
Introduction and Overview

Business Strategy
• Understanding Strategy as Philosophy, Formulation and Action
• Linking Strategy to the Value Chain
• Managing Customer Value

12:00 - 1:00
Lunch

1:00 - 2:00
Introduction and Overview of Team Project

2:00 - 5:00
Team Group Assignments, Team Project Work

6:00 - 7:00
Dinner

Wednesday, March 28, 2012

8:30 - 12:00
Global Strategy
• Emerging Trends in Global Growth
• Exploring Global Competitiveness
• Discovering How to Go Global

12:00 - 1:00
Lunch

1:00 - 5:00
Using Supply Chain Management to Enhance Firm Competitiveness
• Collaborating with Customers and Suppliers to Achieve Competitive Advantage
• Planning, Implementing and Measuring Relationships

6:00 - 7:00
Dinner

7:00 - 9:00
Team Project Work

Thursda, March 29, 2012

8:30 - 12:00
Leadership and Team Dynamics
• Identifying and Adapting Leadership Styles
• Promoting Group Learning and Development
• Improving Decision-Making

12:00 - 1:00
Lunch

Module 2 Schedule:

Tuesday, April 24, 2012

8:30 - 12:00
Welcome & Debrief
Organizational Structure & Strategy
• Identifying Key Organizational Structures
• Understanding Strategic Influences on Structures

12:00 - 1:00
Lunch

1:00 - 3:00
Financial Management: Value-Based Strategies
• Identifying Value-Drivers
• Creating Value within the Organization
• Managing Growth

3:00 - 5:00
Dinner

Wednesday, April 25, 2012

8:30 - 11:00
Innovation & Entrepreneurship
• Developing a Culture for Innovation
• Creating an Entrepreneur Mindset

11:00 -12:00
Team Project Work

12:00 - 1:00
Lunch

1:00 - 3:00
Team Project Presentations

3:00 - 4:00
Bringing It All Together, Program Conclusions

Program content is correct at the time of printing, but is subject to change.