UNICON Directors’ Conference @ HKUST
April 1-3, 2014

"Major Shifts in Executive Education: the Asian Momentum"
Working in BUZZ GROUPS...
Major shift in the Asian Executive Education Scene
(i.e. from [THIS] to [THAT])

Names of Team Members

Date TODAY
Major shift in the Asian Executive Education Scene (i.e. from [THIS] to [THAT])

Names of Team Members

Date TODAY

The best way to deal with this shift is

Expected outcome is
10 minutes to prepare

3 minutes to present
“I’ve got a photographic memory, but everything’s out of focus.”
Wrap-up
The past two days…

- We looked at trends in our industry.
- We followed the convergence of these trends into the Asian setting.
- We heard how clients cope with building up new competencies and skills in a shifting Asian environment (courtesy of Sanofi and CITIC Pacific).
- We went through an exciting SCENARIO journey in the executive education world.
... and don’t forget
from Black Death to C-Sweet
from 3 Tenors to NIRVANA
Common Themes

- Dynamic Environment (particularly in ASIA)
  - Opportunities vs Threats
  - Our Strengths vs our weaknesses

- Needs! Needs! And more Needs!

- Segmentation, Targeting, and Positioning

- Value Proposition
“Among [target market], [x] is the brand of [frame of reference], that [point of difference] because [reason to believe].”

POWER NODES!

Our faculty
Our facilities
Curriculum
Accreditation
Our great “tradition”
Perceptual Maps expressed in terms of needs/ benefits

Ease of Access to Knowledge

Intimate (but requires efforts)

Easy and quick access

Structured Knowledge

Toddlers

Seniors

Infants/Greenhorns

Adolescents/Drifters

Tacit Knowledge

Knowledge Acquired
Are we...
OR.....
“Among snackers, Snickers is the brand of candy bar that satisfies your hunger because it is packed with peanuts.”
Then, we execute our plan to support the position

- Resources! Resources!
- Competition!
- Contingencies.. What if?
- Acquire! Retain! Grow!
This morning…

- We looked at possible ways that we can deal with shifts in the Asian Exec Ed market.

- There is excitement…

- Yet, some of us are hesitant or cautious!
THREE WORDS

Vigilant

Adaptive

WINNERS
There are three types of individuals...

Those who make things happen.

Those who watch things happen.

Those who wonder what happened.